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# TABLESERVICE RESTAURANT TRENDS: 1991

National Restaurant Association
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February 1991

NATIONAL
RESTAURANT
ASSOCIATION

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## Introduction and Methodology

In late 1990 the National Restaurant Association conducted three research projects focusing on tableservice restaurants and updating earlier research. These projects include:

- a menu analysis
- a Gallup consumer survey
- a survey of tableservice restaurant operators

The purpose of this effort was to learn more about tableservice trends and to determine what has occurred since 1988, the last time the consumer and operator surveys were conducted. The surveys investigate the needs of tableservice customers and examine how various types of restaurants are responding to consumers. The menu analysis investigates how tableservice menu offerings have changed over the past five years. The consumer and operator surveys cover a wide variety of topics pertinent to tableservice restaurants including nutrition concerns, tableservice features, alcoholic beverage service, customer satisfaction with service, casual dining and business conditions.

This report is divided into 11 sections each of which contains a brief summary as well as detailed tables. On page 3 you will find a reference guide that will help you locate the appropriate section for each topic covered.

Methodology for each of the three projects is outlined here.

Menu Analysis: One hundred menus were randomly selected for analysis from entries in the Association's annual Great Menu contest. Fifty lunch and dinner menus were chosen from 1985 entrants and 50 from 1990. Menus were analyzed by the Association's nutritionist.

Consumer Survey: A Gallup telephone survey of adult consumers was conducted in September 1990 among a nationally representative sample of 1,000. Detailed tables included in this report depict survey results broken down by demographic characteristics. A copy of the questionnaire appears in the appendix. Comparative 1988 data are from a similar Gallup survey conducted in September 1988. See Tableservice Trends, 1989 for detailed comparative results.

Tableservice Restaurant Survey: This telephone survey was conducted among a sample of 456 tableservice restaurants by Western Wats in September 1990. This sample was drawn randomly from Association members operating tableservice restaurants. Because inquiries are designed for response at the individual unit level, chain headquarters were excluded from the Association membership sample. The sample was supplemented with a random sample of 50 establishments drawn from the 1988 Holiday Awards. Detailed tables give results based on per person dinner check size, number of establishments and menu theme. A total for the entire sample is not given because the sample is not weighted to represent the industry. Sample demographics and a copy of the questionnaire are in the appendix. Comparative data are from a similar survey conducted in September 1988. See Tableservice Trends 1989 for details.

Questions or comments regarding this report should be addressed to the Research Department, National Restaurant Association, 1200 17th Street, N.W., Washington, DC 20036.

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# 1990 MENU ANALYSIS

## Summary and Highlights

When it comes to dining out, Americans want more variety, more menu choices and a more casual dining experience. These are the trends reflected in the 1990 menu analysis by the National Restaurant Association. The study looks at changes in restaurant menus over a five-year period (1985-1990) for entrees, sandwiches, beverages, cooking methods and special features (i.e. availability of takeout, children's menus and light or healthy sections). It is based on an analysis of one hundred menus (lunch and dinner) randomly selected from those submitted from the Association's Great Menu Contest. Fifty were chosen from 1985 entrants and fifty from 1990 entrants.

The results of this menu analysis reinforce the trend toward casual dining. Sandwiches grew more dramatically than any other segment. Pasta dishes, chicken breast entrees and casual combination meals gained a stronger presence in 1990 as well. Also, an increase in the number of appetizers, which sometimes stand-in for a meal, is evidence of a more casual style of eating.

Although an increase in the number of meat and seafood entrees contradicts current per capita consumption figures, these items did slip as a proportion of the total entree mix. Nevertheless, the gain in numbers may signal the return of more basic, homestyle type cooking when eating out. Gains in poultry and pasta entrees represent the continuation of a trend that shows no signs of slowing. In the sandwich category, beef remains the number one choice with hamburgers/cheeseburgers unchallenged implying a more simple, traditional way of eating. Still, the growth in offerings of hot dogs/sausages and cheese sandwiches can be attributed to an increase in children's items on menus in 1990

Overall, more foods and a wider variety indicate industry's response to the consumer demand for more choices and more customized meals. Both entrees and sandwich categories presented greater diversity in 1990 than five years earlier. Moreover, the performance of Asian influenced and regional items represent a growing phenomenon.

Increased interest in nutrition is apparent in all areas, although it is particularly evident in cooking methods, beverages and menu features. In addition the prevalence of seafood entrees, seafood salads, chicken breast entrees, pasta dishes and casual combination meals characterize a lighter and more nutritious dining experience. A move from frying to charbroiled and grilled shows consumers are paying more attention to food preparation as well. The decline in mentions of alcoholic beverages on menus reflects national consumption trends which show consumers are drinking less.

The special features section reinforces concern about nutrition and indicates the public's growing desire for more information about the food they eat. Clearly, the industry is responding to this demand by supplying more information, particularly regarding nutrition. This year's menus offer more complete descriptions of foods, more light/healthy sections and a greater number of symbols to highlight healthier items than menus in 1985. A highly competitive marketplace and continued consumer demand for nutrition information suggests this area will grow bigger in the future.

- The most notable change from 1985 to 1990 is that restaurant patrons now have a much wider selection to choose from than they did five years ago. Also, poultry, specifically chicken breasts, and pasta/noodles represent a substantially larger proportion of the entree mix in 1990 versus 1985.

- Although the number of total entrees offered was up 36 percent, sandwich selections jumped 56 percent providing consumers with a greater number of alternatives at meal time. Aside from increased number, variety of offerings among sandwiches was also dramatically up. Casual meal combinations, such as soup and salad or soup and sandwich, posted a 65 percent gain from 1985 to 1990.

- Although the proportion of salads in the entree mix remained static, within the salad category seafood and chicken/other poultry salads gained in representation. In addition, consumers are being offered a wider selection of appetizers, up 25 percent from 1985 to 1990.

- Among ethnic types Asian influence items were up substantially, rising from 2 to 4 percent of the entree and sandwich categories. The diversity of regional mentions on menus gained substantially with twice as many different regions or locations mentioned in 1990 versus 1985.

- Cooking methods are cited more often in 1990 versus 1985 and charbroiled/broiled was the most popular in 1990 compared to fried in 1985. Growth in "light and healthy" and "children's" menu sections is substantial, rising from about one tenth of menus in 1985 to one third in 1990.

## Entrees

The number of entrees and sandwiches on the menus rose 42 percent, from 1,424 items in 1985 to 2,031 items in 1990. Entrees alone increased by 36 percent, rising from 990 entrees to 1,352 entrees in 1990; the number of sandwich offerings increased at a faster 56 percent pace.

Among entrees the mix is changing (Table I). Meat and seafood dominated the entrees category with meat comprising 21 percent of the entree mix and seafood taking 20 percent. Despite the fact that the actual number of meat and seafood entrees increased from 1985 to 1990, their representation among entrees on menus declined by 3 percent. In keeping with Americans increasing consumption of chicken, poultry entrees showed a big gain from 84 items in 1985 to 172 items in 1990 (Table II). Chicken breast entrees captured 76 percent (131) of all poultry entrees in 1990 but only 57 percent (48) in 1985. All other poultry entrees declined slightly except for chicken whole/parts which dropped 13 percent (25 percent in 1985 to 12 percent in 1990). Pasta/Noodle dishes more than doubled in number from 71 to 149 items and rose four percentage points from seven percent to 11 percent of the total entree mix.

The proportion of salad entrees remained static over the five year period, however, the number of salad items increased by 38 percent (Table III). Gains were made in both numbers and percentage share by seafood, Cobb, chicken/other poultry, Chef and Caesar salads. On the other hand, fruit and vegetable salad entrees slipped six and four percentage points respectively.

## Sandwiches

The increase in choices available to customers has spread into the sandwich category as well. The number of sandwiches listed on menus increased by 56 percent from 434 in 1985 to 679 in 1990. Hamburgers/cheeseburgers, beef (other than hamburgers) and chicken in that order, are the top three sandwich choices and accounted for the largest percent -- 58 percent -- of items in the 1990 sandwich category (Table IV). Nevertheless, all three of these items showed a slight decline in the proportion of total sandwich entrees compared to 1985. On the other hand, growth in both number of items and percent share were noted for seafood, hot dogs/sausage and cheese sandwiches. As a result, the sandwich category is now more diverse with sandwich types more evenly distributed and the top offerings somewhat less dominant.

## Casual Meal Combinations

Some sandwiches are included in the casual meal combination category. Various combinations featuring soup, salad, quiche and sandwiches are featured (Table V). This group is a subset of combination entrees and comprises nearly 40 percent of that category. Casual meal combination entrees gained substantially in 1990 compared to 1985 rising by 65 percent. Soup and salad combos were the major contributors in the casual meal combination entrees making up 43 percent of the total mix. Soup and sandwich combos witnessed the biggest growth climbing from 18 percent (3) to 32 percent (9) of total combinations, while soup and quiche combos lost popularity on menus dropping from 18 percent (3) to 4 percent (1) over the five year period.

## Appetizers

In addition to sandwiches and entrees, consumers are being offered a wider selection in the way of appetizers as well. Of the menus that included appetizers 476 appetizers appeared in 1990 compared to 382 in 1985. This represented a 25 percent increase with an average of 11 appetizers per menu in 1990 versus 8 appetizers per menu in 1985.

## Ethnic and Regional Items

The growing diversity of menu items in 1990 has resulted in a stronger presence for ethnic dishes. The number of Mexican entrees offered grew from 73 dishes in 1985 to 99 dishes in 1990, an increase of 36 percent. However, the representation of Mexican entrees in the overall entree mix did not change (7 percent). Asian influenced foods are another area which has shown substantial growth. In 1985 Asian influenced dishes included in both the entree and sandwich categories numbered 33 or 2 percent of the total mix. By 1990 that number more than doubled rising to 85 dishes and 4 percent of the total mix. The most popular Asian influenced item in 1990 was chicken teriyaki, taking 21 percent of the category.

Regional mentions are another area where diversity abounds. Regional or locality names, (i.e. California burgers, Wisconsin fried fish and Georgia peanuts), appeared 57 times in 1985 compared to 88 times in 1990 (Table VI). Philadelphia cheese steak ranked number one in both years, but in 1990 it was followed by Texas Style BBQ and Idaho potatoes whereas in 1985 Boston Scrod and New Orleans style placed second and third. Although the actual share of items with a regional designation in the total entree and sandwich category was the same for both years (4 percent), there was a noticeable increase in the variety of regions or localities listed. Overall, there were nearly twice as many different regions mentioned in 1990, 49 versus 27 in 1985. Moreover one of the 1990 menus even offered a "Taste of the States" section.

## Beverages

There was less emphasis on beverages in 1990 compared to 1985 with beverage mentions declining from 233 to 225. Alcoholic drinks posted the biggest drop, falling from almost one-third (31 percent) in 1985 to about one-quarter (26 percent) of all beverage items in 1990. Mixed drinks were off the most with wine and beer staying relatively equal.

## Cooking Methods

Cooking methods used for entrees were compared (Table VII). Cooking methods were cited more often in 1990 (759 times) than in 1985 (413 times), reflecting the consumers' growing interest in how items are prepared. Charbroiled/broiled was the most prevalent in 1990, accounting for 22 percent of total cooking method mentions and followed closely by grilled/chargrilled (21 percent). Fried ranked third with 16 percent, slipping from its first place position in 1985 when it accounted for 22 percent of mentions. Sauteing increased visibility rising four percentage points, up to 12 percent in 1990. In contrast, baking and smoking, appeared less frequently. Roasted also dropped off slightly from five percent to three percent of mentions in 1990.

## Menu Features

Various menu features (other than food) were examined (Table VIII). Information about side dishes and accompanying entrees made the highest showing in both 1985 and 1990, listed on 56 percent and 62 percent of the menus, respectively. Over one-third of menus featured a light and/or healthy-type section in 1990 up from only 12 percent in 1985. The children's selections also jumped significantly appearing on 30 percent of menus in 1990 versus 10 percent in 1985. The availability of smaller portion sizes for both beef and other types of meals increased substantially in 1990. A combined total of 42 percent of menus offered petite portions compared to 14 percent in 1985. Symbols for healthy dishes are another option which showed substantial growth, up from 2 percent to 18 percent.

Generally, the increasing number of special menu features provide consumers with more information about menu items as well as more choices.

## Table I

## Entrees

| | 1985 | | 1990 | | % Change in Number from 1985-1990 |
|---|---|---|---|---|---|
| | Number | % of Total | Number | % of Total | |
| Total | 990 | 100% | 1352 | 100% | +36% |
| | | | | | % Point Change |
| Meat (beef, pork, lamb and game) | 241 | 24% | 281 | 21% | -3 |
| Seafood | 229 | 23% | 277 | 20% | -3 |
| Salads | 150 | 15% | 207 | 15% | 0 |
| Poultry | 84 | 8% | 172 | 13% | +5 |
| Pasta/Noodles | 71 | 7% | 149 | 11% | +4 |
| Mexican | 73 | 7% | 99 | 7% | 0 |
| Combination | 50 | 5% | 75 | 6% | +1 |
| Miscellaneous | 51 | 5% | 56 | 4% | -1 |
| Egg Dishes | 41 | 4% | 36 | 3% | -1 |

Totals may not equal 100 percent due to rounding.

## Table II

## Poultry Entrees

| | 1985 | | 1990 | | % Change in Number from 1985-1990 |
|---|---|---|---|---|---|
| | Number | % of Total | Number | % of Total | |
| Total | 84 | 100% | 172 | 100% | +105% |
| | | | | | % Point Change |
| Chicken breast | 48 | 57% | 131 | 76% | +19 |
| Chicken/Whole Parts | 21 | 25% | 20 | 12% | -13 |
| Other Poultry (duck, game, hen, goose) | 9 | 11% | 15 | 9% | -2 |
| Turkey | 3 | 4% | 4 | 2% | -2 |
| Miscellaneous (Chicken livers, chicken wings etc.) | 3 | 4% | 2 | 1% | -3 |

## Table III

## Salad Entrees

| | 1985 | | 1990 | | % Change in Number from 1985-1990 |
|---|---|---|---|---|---|
| | Number | % of Total | Number | % of Total | |
| Total | 150 | 100% | 207 | 100% | +38% |
| | | | | | % Point Change |
| Seafood | 23 | 15% | 47 | 23% | +8 |
| Chicken/Other Poultry | 15 | 10% | 30 | 14% | +4 |
| Chef | 13 | 9% | 22 | 11% | +2 |
| Vegetable | 21 | 14% | 20 | 10% | -4 |
| Green | 19 | 13% | 19 | 9% | -4 |
| Caesar | 6 | 4% | 15 | 7% | +3 |
| Cobb | 2 | 1% | 12 | 6% | +5 |
| Fruit | 16 | 11% | 11 | 5% | -6 |
| Miscellaneous | 10 | 7% | 11 | 5% | -2 |
| Combination | 13 | 9% | 9 | 4% | -5 |
| Pasta | 7 | 5% | 6 | 3% | -2 |
| Beef | 4 | 3% | 3 | 1% | -2 |
| Ham | 1 | <1% | 2 | 1% | 0 |

# Table IV

## Sandwiches

| | 1985 | | 1990 | | % Change in Number from 1985-1990 |
|---|---|---|---|---|---|
| | Number | % of Total | Number | % of Total | |
| Total Sandwiches | 434 | 100% | 679 | 100% | +56% |
| | | | | | % Point Change |
| Hamburgers/ Cheeseburgers | 144 | 33% | 198 | 29% | -4 |
| Other Beef | 93 | 21% | 129 | 19% | -2 |
| Chicken | 50 | 12% | 70 | 10% | -2 |
| Seafood | 24 | 6% | 59 | 9% | +3 |
| Hot dogs/Sausage | 22 | 5% | 39 | 6% | +1 |
| Club | 19 | 4% | 37 | 5% | +1 |
| Turkey | 16 | 4% | 33 | 5% | +1 |
| Cheese | 11 | 2% | 27 | 4% | +2 |
| Ham | 23 | 5% | 25 | 4% | -1 |
| Combo | 10 | 2% | 20 | 3% | +1 |
| Bacon | 7 | 2% | 15 | 2% | 0 |
| Vegetable | 4 | 1% | 12 | 2% | +1 |
| Pork | 1 | <1% | 8 | 1% | 0 |
| Miscellaneous | 10 | 2% | 7 | 1% | -1 |

## Table V

## Casual Meal Combination Entrees

| | 1985 | | 1990 | | % Change in Number from 1985-1990 |
|---|---|---|---|---|---|
| | Number | % of Total | Number | % of Total | |
| Total | 17 | 100% | 28 | 100% | +65% |
| | | | | | % Point Change |
| Soup and salad | 6 | 35% | 12 | 43% | +8 |
| Soup and sandwich | 3 | 18% | 9 | 32% | +14 |
| Salad and sandwich | 1 | 6% | 3 | 11% | +5 |
| Salad and Quiche | 2 | 12% | 3 | 11% | -1 |
| Soup and Quiche | 3 | 18% | 1 | 4% | -14 |
| Soup and bagel | 1 | 6% | 0 | 0% | -6 |
| Soup, salad and sandwich | 1 | 6% | 0 | 0% | -6 |

## Table VI

### Top 8 Regional Mentions

| | 1985 | Total % | 1990 | Total % | % Change in Number from 1985-1990 |
|---|---|---|---|---|---|
| Total Mentions | 57 | 100% | 88 | 100% | +54% |

| Rank | 1985 | 1990 |
|---|---|---|
| 1 | Philadelphia Cheese Steak | Philadelphia Cheese Steak |
| 2 | Boston Scrod | Texas Style BBQ |
| 3 | New Orleans Style | Idaho Potatoes |
| 4 | Kansas City Steak | Louisiana |
| 5 | Maine Lobster | California Burger/Club |
| 6 | Florida (seafood) | Maine Lobster |
| 7 | St. Louis Ribs | New Orleans Style |
| 8 | New England Chowder | Santa Fe Salad |

## Table VII

## Cooking Methods

| | 1985 | % of Total | 1990 | % of Total | % Change in Number from 1985-1990 |
|---|---|---|---|---|---|
| Number of Methods Mentioned | 413 | 100% | 759 | 100% | +84% |
| | Rank | | Rank | | |
| Broiled/Charbroiled | 2 | 18% | 1 | 22% | |
| Grilled/Chargrilled | 3 | 15% | 2 | 21% | |
| Fried | 1 | 22% | 3 | 16% | |
| Sauteed | 5 | 8% | 4 | 12% | |
| Marinaded | 6 | 5% | 5 | 5% | |
| Stir-fry | 9 | 3% | 6 | 4% | |
| Roasted | 7 | 5% | 7 | 3% | |
| Blackened | 11 | 2% | 8 | 3% | |
| Baked | 4 | 9% | 9 | 3% | |
| Steamed | 11 | 2% | 10 | 2% | |
| Barbecued | 12 | 1% | 11 | 2% | |
| Smoked | 8 | 4% | 12 | 2% | |
| Mesquite | 13 | 1% | 13 | 2% | |
| Poached/Boiled | 10 | 3% | 14 | 2% | |
| Braised | 14 | <1% | 15 | 1% | |

## Table VIII

## Special Menu Features

### Top 16 Ranked Menu Features in 1990 Compared to 1985

| | | % of Menus Featuring | | |
|---|---|---|---|---|
| Features | | 1985 | 1990 | % Point Change |
| 1. | Information about side dishes accompanying entrees | 56% | 62% | +6 |
| 2. | Light and Healthy Section | 12% | 34% | +22 |
| 3. | Children's Selection | 10% | 30% | +20 |
| 4. | Soup and Salad Bar Offered | 16% | 28% | +12 |
| 5. | Daily/Weekly Specials | 34% | 26% | -8 |
| 6. | Offers smaller cuts/portion size of beef | 10% | 22% | +12 |
| 7. | Offers petite/half size portions for select entrees other than beef | 4% | 20% | +16 |
| 8. | Catering/banquets | 14% | 18% | +4 |
| 9. | Symbols for healthy dishes | 2% | 18% | +16 |
| 10. | Take out/delivery | 20% | 16% | -4 |
| 11. | Use of "fresh" ingredients and/or specify USDA grade/certified angus beef | 12% | 16% | +4 |
| 12. | Choice of Selections on burger | 2% | 16% | +14 |
| 13. | % Gratuity asked/included | 2% | 16% | +14 |
| 14. | No cigar or pipe smoking allowed | 2% | 14% | +12 |
| 15. | Guarantee Quality Meals | 22% | 12% | -10 |
| 16. | Will modify meals for special diets on request | 0 | 12% | +12 |

## Nutrition Issues at Restaurants

With the increased focus and continued attention on the American diet and nutrition issues, it is not surprising to find that more than seven out of 10 (71 percent) adults surveyed in September 1990 were ''very interested'' in menu items for nutrition-conscious consumers at tableservice restaurants. This puts nutritious menu items second behind separate sections for smokers and nonsmokers on a list of 12 services offered at tableservice restaurants. These findings further substantiate the association's 1988 survey, which indicated that 76 percent of adults being ''very interested'' in nutritious menu items at tableservice restaurants. Although there has been some decline in interest in nutritious menu items particularly among men and adults 35 years and older compared with the 1988 survey, the majority of consumers still express a high level of interest in them. Moreover the small but significant decline may suggest that availabilty of items for the nutrition-conscious is now so widespread at tableservice restaurants that fewer consumers feel the need to express interest in them.

It is not surprising to find, then, that more tableservice operators have begun promoting menu items based on their health or nutrition benefits. In 1990, more than one-half of all tableservice operators surveyed promoted or featured nutrition-influenced menu items, compared with less than one-half and as few as one out of three restaurants just two years ago. In fact, tableservice operations with an average per person dinner check between $15.00 and $24.99, which lagged well behind other establishments in offering or promoting nutritious menu items in 1988, now report the highest incidence of doing so.

Operators are doing more than just promoting menu items based on their nutritional benefits, as nine out of 10 will alter food preparation methods on customer request. This is a similar but slightly higher proportion than responded they would do so in 1988. More than nine out of 10 respondents, regardless of check size will:

- serve sauce on the side
- serve salad dressing on the side
- prepare foods using vegetable oil or margarine instead of butter

In addition, more than nine out of 10 respondents with check sizes of $8.00 or more and just under nine out of 10 respondents with an average check below $8.00 per person will:

- broil or bake rather than fry
- cook without salt

More than three out of four respondents said that they will honor patrons' requests that chicken be skinned before preparation, and a more than six out of 10 will do all of the above at a patron's request.

In addition to preparation methods, many operators are offering other items for nutritious conscious consumers. Operators continue to offer sugar substitutes, diet beverages and caffeine-free beverages, which can be found at more than nine out of 10 tableservice operations regardless of check size. Margarine, whole grain bread, rolls or crackers, and fresh fruit for dessert are also available at more than one-half of all tableservice operations. Reduced calorie salad dressing, low fat or skim milk and salt substitutes are less common.

Of the aforementioned items, margarine, low fat or skim milk and reduced calorie salad dressing showed the most growth in prevalence between 1988 and 1990 at tableservice restaurants. More than one out of 10 additional restaurants made these items available in 1990 than did in 1988. This could be attributable to the increase in information and consumer concern regarding health and dietary intake of fat which was prevalent between 1988 and 1990.

In addition, more higher check tableservice operations ($15.00 or more per person average dinner check) added whole grain bread, rolls or crackers and more lower check (under $8.00 per person average dinner check) operations added fresh fruit for dessert.

*''very interested''= 4 or 5 on a 5-point scale where 1=not at all interested and 5=very interested

## Percent of tableservice operators that will alter food preparation methods upon request by per person dinner check size 1990 and change from 1988

| | less than $8.00 | $8.00-$14.99 | $15.00-$24.99 | $25.00 and over |
|---|---|---|---|---|
| Proportion which will alter preparation methods | 89% | 93% | 97% | 99% |
| -percentage point change from 1988 | +1 | +3 | +2 | +4 |
| **Types of changes for those that will alter** | | | | |
| Serve sauce on the side | 98% | 98% | 99% | 100% |
| -percentage point change from 1988 | 0 | 0 | +4 | +2 |
| Serve salad dressing on the side | 99 | 98 | 100 | 100 |
| -percentage point change from 1988 | 0 | +2 | +8 | +2 |
| Prepare foods using vegetable oil or margarine rather than butter | 94 | 92 | 95 | 94 |
| -percentage point change from 1988 | +4 | +3 | +4 | +2 |
| Broil or bake rather than fry | 84 | 94 | 95 | 99 |
| -percentage point change from 1988 | +7 | +1 | -1 | +1 |
| Cook without salt | 87 | 93 | 97 | 96 |
| -percentage point change from 1988 | +1 | +3 | -2 | 0 |
| Skin chicken before preparing | 79 | 86 | 90 | 94 |
| -percentage point change from 1988 | +7 | -2 | 0 | -3 |
| All of the above | 62 | 75 | 84 | 84 |
| -percentage point change from 1988 | +12 | +5 | +11 | -3 |

Source: National Restaurant Association Tableservice Operator Survey, 1988 and 1990

### Percent of operations offering various items by per person dinner check size 1990 and change from 1988

| | less than $8.00 | $8.00-$14.99 | $15.00-$24.99 | $25.00 and over |
|---|---|---|---|---|
| Sugar substitute | 99% | 99% | 100% | 99% |
| -percentage point change from 1988 | +2 | +2 | +1 | +2 |
| Diet beverages | 98 | 100 | 100 | 99 |
| -percentage point change from 1988 | -2 | +4 | +3 | +5 |
| Caffeine-free beverages | 93 | 91 | 90 | 93 |
| -percentage point change from 1988 | +5 | -2 | +3 | -1 |
| Margarine | 90 | 85 | 88 | 69 |
| -percentage point change from 1988 | +12 | +11 | +33 | +17 |
| Whole grain bread, rolls or crackers | 75 | 70 | 78 | 72 |
| -percentage point change from 1988 | -1 | -3 | +14 | +15 |
| Fresh fruit for dessert | 69 | 56 | 72 | 85 |
| -percentage point change from 1988 | +18 | -8 | -6 | -9 |
| Reduced calorie salad dressing | 80 | 58 | 51 | 42 |
| -percentage point change from 1988 | +21 | +17 | +19 | +16 |
| Low fat or skim milk | 68 | 51 | 52 | 44 |
| -percentage point change from 1988 | +24 | +15 | +21 | -2 |
| Salt substitutes | 25 | 26 | 18 | 15 |
| -percentage point change from 1988 | +6 | +2 | +2 | -3 |
| Offer all of the above | 10 | 10 | 9 | 5 |
| -percentage point change from 1988 | +5 | +3 | +6 | +2 |

Source: National Restaurant Association Tableservice Operator Survey, 1988 and 1990

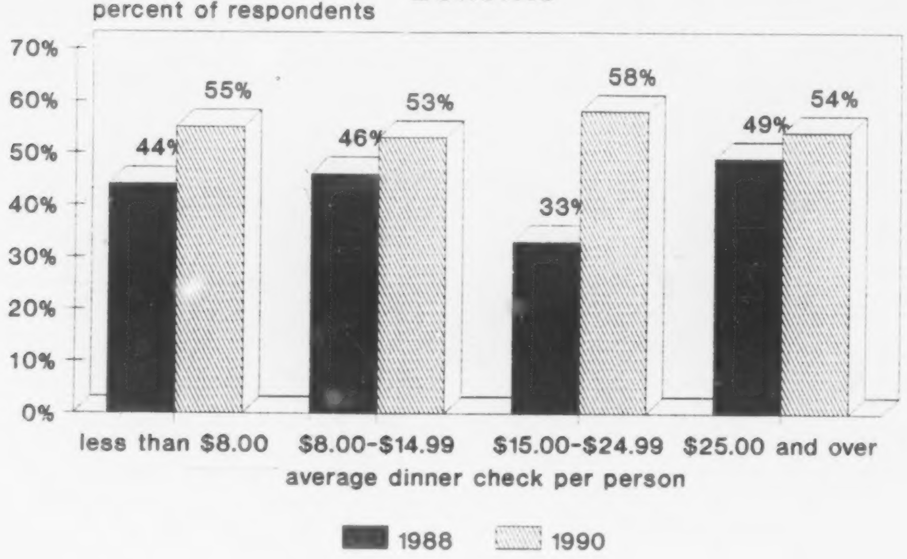
## How interested are consumers in menu items for nutritious-conscious customers?

| | Percent responding: 1 or 2* | | 4 or 5* | |
|---|---|---|---|---|
| | 1988 | 1990 | 1988 | 1990 |
| **Total respondents** | **10%** | **14%** | **76%** | **71%** |
| Male | 11 | 20 | 71 | 60 |
| Female | 10 | 10 | 80 | 79 |
| 18 to 24 years old | 13 | 11 | 71 | 77 |
| 25 to 34 years old | 8 | 9 | 77 | 74 |
| 35 to 64 years old | 8 | 14 | 79 | 71 |
| 65 years old and older | 19 | 27 | 65 | 56 |

*on a 5-point scale where 1=not at all interested and 5=very interested

Source: National Restaurant Association Gallup Survey, 1988 and 1990

Restaurants promoting or featuring menu items based on health or nutrition benefits



Source: National Restaurant Association *Tableservice Operator Survey,* 1988 and 1990

QUESTION 1A:
Does your restaurant offer a salt substitute to its customers?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 14<br>16% | 30<br>23% | 47<br>25% | 63<br>21% | 9<br>16% | 24<br>25% | 18<br>19% | 15<br>26% | 32<br>25% | 15<br>15% | 16<br>20% | 35<br>23% | 31<br>25% | 37<br>26% | 17<br>18% | 12<br>15% | 49<br>27% | 29<br>19% | 19<br>17% | 15<br>23% | 4<br>8% |
| NO | 74<br>84% | 102<br>77% | 139<br>74% | 233<br>79% | 47<br>82% | 73<br>75% | 78<br>80% | 42<br>74% | 93<br>74% | 85<br>85% | 63<br>80% | 116<br>77% | 92<br>74% | 103<br>74% | 80<br>82% | 69<br>85% | 130<br>72% | 120<br>81% | 94<br>83% | 49<br>77% | 45<br>92% |
| DON'T KNOW | -<br>- | -<br>- | 1<br>1% | -<br>- | 1<br>2% | -<br>- | 1<br>1% | -<br>- | 1<br>1% | -<br>- | -<br>- | -<br>- | 1<br>1% | -<br>- | -<br>- | -<br>- | 1<br>1% | -<br>- | -<br>- | -<br>- | -<br>- |
| ALL ABOVE | 6<br>7% | 8<br>6% | 23<br>12% | 26<br>9% | 3<br>5% | 9<br>9% | 8<br>8% | 4<br>7% | 12<br>10% | 6<br>6% | 7<br>9% | 14<br>9% | 12<br>10% | 14<br>10% | 9<br>9% | 4<br>5% | 20<br>11% | 11<br>7% | 8<br>7% | 8<br>13% | -<br>- |

QUESTION 1B:
Does your restaurant offer sugar substitutes to its customers?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 86<br>98% | 131<br>99% | 186<br>99% | 292<br>99% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 124<br>98% | 99<br>99% | 79<br>100% | 150<br>99% | 123<br>99% | 138<br>99% | 97<br>100% | 80<br>99% | 179<br>99% | 147<br>99% | 112<br>99% | 64<br>100% | 48<br>98% |
| NO | 2<br>2% | 1<br>1% | 1<br>1% | 4<br>1% | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>2% | 1<br>1% | -<br>- | 1<br>1% | 1<br>1% | 2<br>1% | -<br>- | 1<br>1% | 1<br>1% | 2<br>1% | 1<br>1% | -<br>- | 1<br>2% |
| DON'T KNOW | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- |
| ALL ABOVE | 6<br>7% | 8<br>6% | 23<br>12% | 26<br>9% | 3<br>5% | 9<br>9% | 8<br>8% | 4<br>7% | 12<br>10% | 6<br>6% | 7<br>9% | 14<br>9% | 12<br>10% | 14<br>10% | 9<br>9% | 4<br>5% | 20<br>11% | 11<br>7% | 8<br>7% | 8<br>13% | -<br>- |

QUESTION 1C:
Does your restaurant offer diet beverages to its customers?

|  | SALES VOLUME |  |  | NUMBER OF ESTABLISHMENTS |  |  |  |  | MENU THEME |  |  |  | CHECK SIZE |  |  |  | CHECK SIZE |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 4<br>100 |
| YES | 85<br>97% | 132<br>100% | 186<br>99% | 292<br>99% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 98<br>98% | 79<br>100% | 149<br>99% | 122<br>98% | 140<br>100% | 97<br>100% | 80<br>99% | 178<br>99% | 149<br>100% | 112<br>99% | 63<br>98% | 4<br>100 |
| NO | 3<br>3% | -<br>- | 1<br>1% | 4<br>1% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>2% | -<br>- | 2<br>1% | 2<br>2% | -<br>- | -<br>- | 1<br>1% | 2<br>1% | -<br>- | 1<br>1% | 1<br>2% |  |
| DON'T KNOW | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- |  |
| ALL ABOVE | 6<br>7% | 8<br>6% | 23<br>12% | 26<br>9% | 3<br>5% | 9<br>9% | 8<br>8% | 4<br>7% | 12<br>10% | 6<br>6% | 7<br>9% | 14<br>9% | 12<br>10% | 14<br>10% | 9<br>9% | 4<br>5% | 20<br>11% | 11<br>7% | 8<br>7% | 8<br>13% |  |

QUESTION 1D:
Does your restaurant offer caffeine-free beverages to its customers?

|  | SALES VOLUME |  |  | NUMBER OF ESTABLISHMENTS |  |  |  |  | MENU THEME |  |  |  | CHECK SIZE |  |  |  | CHECK SIZE |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 78<br>89% | 119<br>90% | 176<br>94% | 267<br>90% | 53<br>93% | 91<br>94% | 92<br>95% | 52<br>91% | 121<br>96% | 93<br>93% | 73<br>92% | 129<br>85% | 115<br>93% | 127<br>91% | 87<br>90% | 75<br>93% | 165<br>92% | 135<br>91% | 104<br>92% | 58<br>91% | 46<br>94% |
| NO | 10<br>11% | 13<br>10% | 10<br>5% | 29<br>10% | 4<br>7% | 5<br>5% | 5<br>5% | 4<br>7% | 4<br>3% | 7<br>7% | 6<br>8% | 22<br>15% | 8<br>6% | 13<br>9% | 10<br>10% | 6<br>7% | 14<br>8% | 14<br>9% | 9<br>8% | 6<br>9% | 3<br>6% |
| DON'T KNOW | -<br>- | -<br>- | 1<br>1% | -<br>- | -<br>- | 1<br>1% | -<br>- | 1<br>2% | 1<br>1% | -<br>- | -<br>- | -<br>- | 1<br>1% | -<br>- | -<br>- | -<br>- | 1<br>1% | -<br>- | -<br>- | -<br>- | -<br>- |
| ALL ABOVE | 6<br>7% | 8<br>6% | 23<br>12% | 26<br>9% | 3<br>5% | 9<br>9% | 8<br>8% | 4<br>7% | 12<br>10% | 6<br>6% | 7<br>9% | 14<br>9% | 12<br>10% | 14<br>10% | 9<br>9% | 4<br>5% | 20<br>11% | 11<br>7% | 8<br>7% | 8<br>13% | -<br>- |

QUESTION 1E:
Does your restaurant offer margarine to its customers?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88 | 132 | 187 | 296 | 57 | 97 | 97 | 57 | 126 | 100 | 79 | 151 | 124 | 140 | 97 | 81 | 180 | 149 | 113 | 64 | 49 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| YES | 75 | 108 | 160 | 250 | 48 | 78 | 84 | 42 | 111 | 71 | 72 | 128 | 111 | 119 | 85 | 56 | 155 | 130 | 86 | 56 | 30 |
| | 85% | 82% | 86% | 84% | 84% | 80% | 87% | 74% | 88% | 71% | 91% | 85% | 90% | 85% | 88% | 69% | 86% | 87% | 76% | 88% | 61% |
| NO | 13 | 23 | 27 | 46 | 9 | 18 | 13 | 14 | 15 | 29 | 7 | 22 | 13 | 21 | 11 | 25 | 25 | 18 | 27 | 8 | 19 |
| | 15% | 17% | 14% | 16% | 16% | 19% | 13% | 25% | 12% | 29% | 9% | 15% | 10% | 15% | 11% | 31% | 14% | 12% | 24% | 13% | 39% |
| DON'T KNOW | - | 1 | - | - | - | 1 | - | 1 | - | - | - | 1 | - | - | 1 | - | - | 1 | - | - | - |
| | - | 1% | - | - | - | 1% | - | 2% | - | - | - | 1% | - | - | 1% | - | - | 1% | - | - | - |
| ALL ABOVE | 6 | 8 | 23 | 26 | 3 | 9 | 8 | 4 | 12 | 6 | 7 | 14 | 12 | 14 | 9 | 4 | 20 | 11 | 8 | 8 | - |
| | 7% | 6% | 12% | 9% | 5% | 9% | 8% | 7% | 10% | 6% | 9% | 9% | 10% | 10% | 9% | 5% | 11% | 7% | 7% | 13% | - |

QUESTION 1F:
Does your restaurant offer low-fat or skim milk to its customers?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88 | 132 | 187 | 296 | 57 | 97 | 97 | 57 | 126 | 100 | 79 | 151 | 124 | 140 | 97 | 81 | 180 | 149 | 113 | 64 | 49 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| YES | 46 | 67 | 108 | 147 | 33 | 68 | 63 | 38 | 81 | 51 | 33 | 85 | 84 | 71 | 50 | 36 | 111 | 74 | 56 | 33 | 23 |
| | 52% | 51% | 58% | 50% | 58% | 70% | 65% | 67% | 64% | 51% | 42% | 56% | 68% | 51% | 52% | 44% | 62% | 50% | 50% | 52% | 47% |
| NO | 42 | 64 | 78 | 147 | 24 | 29 | 34 | 19 | 45 | 49 | 45 | 65 | 39 | 69 | 46 | 45 | 68 | 74 | 57 | 31 | 26 |
| | 48% | 48% | 42% | 50% | 42% | 30% | 35% | 33% | 36% | 49% | 57% | 43% | 31% | 49% | 47% | 56% | 38% | 50% | 50% | 48% | 53% |
| DON'T KNOW | - | 1 | 1 | 2 | - | - | - | - | - | - | 1 | 1 | 1 | - | 1 | - | 1 | 1 | - | - | - |
| | - | 1% | 1% | 1% | - | - | - | - | - | - | 1% | 1% | 1% | - | 1% | - | 1% | 1% | - | - | - |
| ALL ABOVE | 6 | 8 | 23 | 26 | 3 | 9 | 8 | 4 | 12 | 6 | 7 | 14 | 12 | 14 | 9 | 4 | 20 | 11 | 8 | 8 | - |
| | 7% | 6% | 12% | 9% | 5% | 9% | 8% | 7% | 10% | 6% | 9% | 9% | 10% | 10% | 9% | 5% | 11% | 7% | 7% | 13% | - |

QUESTION 1G:
Does your restaurant offer reduced-calorie salad dressing to its customers?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88 | 132 | 187 | 296 | 57 | 97 | 97 | 57 | 126 | 100 | 79 | 151 | 124 | 140 | 97 | 81 | 180 | 149 | 113 | 64 | 49 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| YES | 50 | 70 | 122 | 168 | 35 | 65 | 59 | 41 | 85 | 52 | 36 | 98 | 99 | 81 | 49 | 34 | 132 | 79 | 52 | 30 | 22 |
| | 57% | 53% | 65% | 57% | 61% | 67% | 61% | 72% | 67% | 52% | 46% | 65% | 80% | 58% | 51% | 42% | 73% | 53% | 46% | 47% | 45% |
| NO | 38 | 61 | 65 | 128 | 21 | 32 | 37 | 16 | 40 | 48 | 43 | 53 | 25 | 59 | 47 | 47 | 48 | 69 | 61 | 34 | 27 |
| | 43% | 46% | 35% | 43% | 37% | 33% | 38% | 28% | 32% | 48% | 54% | 35% | 20% | 42% | 48% | 58% | 27% | 46% | 54% | 53% | 55% |
| DON'T KNOW | - | 1 | - | - | 1 | - | 1 | - | 1 | - | - | - | - | - | 1 | - | - | 1 | - | - | - |
| | - | 1% | - | - | 2% | - | 1% | - | 1% | - | - | - | - | - | 1% | - | - | 1% | - | - | - |
| ALL ABOVE | 6 | 8 | 23 | 26 | 3 | 9 | 8 | 4 | 12 | 6 | 7 | 14 | 12 | 14 | 9 | 4 | 20 | 11 | 8 | 8 | - |
| | 7% | 6% | 12% | 9% | 5% | 9% | 8% | 7% | 10% | 6% | 9% | 9% | 10% | 10% | 9% | 5% | 11% | 7% | 7% | 13% | - |

QUESTION 1H:
Does your restaurant offer whole grain bread, rolls or crackers to its customers?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88 | 132 | 187 | 296 | 57 | 97 | 97 | 57 | 126 | 100 | 79 | 151 | 124 | 140 | 97 | 81 | 180 | 149 | 113 | 64 | 49 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| YES | 70 | 93 | 134 | 216 | 40 | 73 | 74 | 39 | 106 | 65 | 55 | 109 | 93 | 98 | 76 | 58 | 128 | 115 | 82 | 44 | 38 |
| | 80% | 70% | 72% | 73% | 70% | 75% | 76% | 68% | 84% | 65% | 70% | 72% | 75% | 70% | 78% | 72% | 71% | 77% | 73% | 69% | 78% |
| NO | 18 | 39 | 53 | 80 | 17 | 24 | 23 | 18 | 20 | 35 | 24 | 42 | 31 | 42 | 21 | 23 | 52 | 34 | 31 | 20 | 11 |
| | 20% | 30% | 28% | 27% | 30% | 25% | 24% | 32% | 16% | 35% | 30% | 28% | 25% | 30% | 22% | 28% | 29% | 23% | 27% | 31% | 22% |
| DON'T KNOW | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| ALL ABOVE | 6 | 8 | 23 | 26 | 3 | 9 | 8 | 4 | 12 | 6 | 7 | 14 | 12 | 14 | 9 | 4 | 20 | 11 | 8 | 8 | - |
| | 7% | 6% | 12% | 9% | 5% | 9% | 8% | 7% | 10% | 6% | 9% | 9% | 10% | 10% | 9% | 5% | 11% | 7% | 7% | 13% | - |

QUESTION 11:
Does your restaurant offer fresh fruit for desert to its customers?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 56<br>64% | 82<br>62% | 140<br>75% | 199<br>67% | 39<br>68% | 71<br>73% | 70<br>72% | 40<br>70% | 93<br>74% | 69<br>69% | 47<br>59% | 104<br>69% | 85<br>69% | 79<br>56% | 70<br>72% | 69<br>85% | 108<br>60% | 98<br>66% | 97<br>86% | 52<br>81% | 45<br>92% |
| NO | 32<br>36% | 49<br>37% | 47<br>25% | 96<br>32% | 18<br>32% | 26<br>27% | 27<br>28% | 17<br>30% | 33<br>26% | 31<br>31% | 32<br>41% | 46<br>30% | 38<br>31% | 61<br>44% | 27<br>28% | 12<br>15% | 71<br>39% | 51<br>34% | 16<br>14% | 12<br>19% | 4<br>8% |
| DON'T KNOW | -<br>- | 1<br>1% | -<br>- | 1<br>* | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 1<br>1% | 1<br>1% | -<br>- | -<br>- | -<br>- | 1<br>1% | -<br>- | -<br>- | -<br>- | -<br>- |
| ALL ABOVE | 6<br>7% | 8<br>6% | 23<br>12% | 26<br>9% | 3<br>5% | 9<br>9% | 8<br>8% | 4<br>7% | 12<br>10% | 6<br>6% | 7<br>9% | 14<br>9% | 12<br>10% | 14<br>10% | 9<br>9% | 4<br>5% | 20<br>11% | 11<br>7% | 8<br>7% | 8<br>13% | -<br>- |

QUESTION 2:
Will your restaurant alter preparation methods if requested by customers?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 80<br>91% | 127<br>96% | 176<br>94% | 276<br>93% | 56<br>98% | 90<br>93% | 96<br>99% | 50<br>88% | 118<br>94% | 97<br>97% | 76<br>96% | 137<br>91% | 110<br>89% | 130<br>93% | 94<br>97% | 80<br>99% | 161<br>89% | 141<br>95% | 112<br>99% | 63<br>98% | 49<br>100% |
| NO | 7<br>8% | 5<br>4% | 9<br>5% | 17<br>6% | 1<br>2% | 6<br>6% | 1<br>1% | 6<br>11% | 7<br>6% | 3<br>3% | 3<br>4% | 11<br>7% | 12<br>10% | 8<br>6% | 3<br>3% | 1<br>1% | 16<br>9% | 7<br>5% | 1<br>1% | 1<br>2% | -<br>- |
| DON'T KNOW | 1<br>1% | -<br>- | 2<br>1% | 3<br>1% | -<br>- | 1<br>1% | -<br>- | 1<br>2% | 1<br>1% | -<br>- | -<br>- | 3<br>2% | 2<br>2% | 2<br>1% | -<br>- | -<br>- | 3<br>2% | 1<br>1% | -<br>- | -<br>- | -<br>- |

NATIONAL RESTAURANT ASSOCIATION

QUESTION 3A:
Will your restaurant cook without salt?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 80<br>100% | 127<br>100% | 176<br>100% | 276<br>100% | 56<br>100% | 90<br>100% | 96<br>100% | 50<br>100% | 118<br>100% | 97<br>100% | 76<br>100% | 137<br>100% | 110<br>100% | 130<br>100% | 94<br>100% | 80<br>100% | 161<br>100% | 141<br>100% | 112<br>100% | 63<br>100% | 49<br>100% |
| YES | 73<br>91% | 116<br>91% | 168<br>95% | 259<br>94% | 50<br>89% | 83<br>92% | 89<br>93% | 44<br>88% | 113<br>96% | 93<br>96% | 69<br>91% | 123<br>90% | 96<br>87% | 121<br>93% | 91<br>97% | 77<br>96% | 142<br>88% | 135<br>96% | 108<br>96% | 60<br>95% | 48<br>98% |
| NO | 6<br>8% | 11<br>9% | 6<br>3% | 16<br>6% | 5<br>9% | 5<br>6% | 6<br>6% | 4<br>8% | 4<br>3% | 3<br>3% | 6<br>8% | 13<br>9% | 12<br>11% | 7<br>5% | 3<br>3% | 3<br>4% | 16<br>10% | 5<br>4% | 4<br>4% | 3<br>5% | 1<br>2% |
| DON'T KNOW | 1<br>1% | -<br>- | 2<br>1% | 1<br>* | 1<br>2% | 2<br>2% | 1<br>1% | 2<br>4% | 1<br>1% | 1<br>1% | 1<br>1% | 1<br>1% | 2<br>2% | 2<br>2% | -<br>- | -<br>- | 3<br>2% | 1<br>1% | -<br>- | -<br>- | -<br>- |
| ALL ABOVE | 51<br>64% | 93<br>73% | 145<br>82% | 199<br>72% | 46<br>82% | 69<br>77% | 79<br>82% | 36<br>72% | 98<br>83% | 77<br>79% | 58<br>76% | 86<br>63% | 68<br>62% | 97<br>75% | 79<br>84% | 67<br>84% | 102<br>63% | 113<br>80% | 96<br>86% | 57<br>90% | 39<br>80% |

QUESTION 3B:
Will your restaurant serve sauce on the side?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 80<br>100% | 127<br>100% | 176<br>100% | 276<br>100% | 56<br>100% | 90<br>100% | 96<br>100% | 50<br>100% | 118<br>100% | 97<br>100% | 76<br>100% | 137<br>100% | 110<br>100% | 130<br>100% | 94<br>100% | 80<br>100% | 161<br>100% | 141<br>100% | 112<br>100% | 63<br>100% | 49<br>100% |
| YES | 79<br>99% | 126<br>99% | 174<br>99% | 272<br>99% | 56<br>100% | 89<br>99% | 95<br>99% | 50<br>100% | 117<br>99% | 97<br>100% | 74<br>97% | 135<br>99% | 108<br>98% | 128<br>98% | 93<br>99% | 80<br>100% | 159<br>99% | 139<br>99% | 111<br>99% | 62<br>98% | 49<br>100% |
| NO | 1<br>1% | 1<br>1% | 2<br>1% | 4<br>1% | -<br>- | 1<br>1% | 1<br>1% | -<br>- | 1<br>1% | -<br>- | 2<br>3% | 2<br>1% | 2<br>2% | 2<br>2% | 1<br>1% | -<br>- | 2<br>1% | 2<br>1% | 1<br>1% | 1<br>2% | -<br>- |
| DON'T KNOW | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- |
| ALL ABOVE | 51<br>64% | 93<br>73% | 145<br>82% | 199<br>72% | 46<br>82% | 69<br>77% | 79<br>82% | 36<br>72% | 98<br>83% | 77<br>79% | 58<br>76% | 86<br>63% | 68<br>62% | 97<br>75% | 79<br>84% | 67<br>84% | 102<br>63% | 113<br>80% | 96<br>86% | 57<br>90% | 39<br>80% |

NATIONAL RESTAURANT ASSOCIATION

QUESTION 3C:
Will your restaurant serve salad dressing on the side?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 80<br>100% | 127<br>100% | 176<br>100% | 276<br>100% | 56<br>100% | 90<br>100% | 96<br>100% | 50<br>100% | 118<br>100% | 97<br>100% | 76<br>100% | 137<br>100% | 110<br>100% | 130<br>100% | 94<br>100% | 80<br>100% | 161<br>100% | 141<br>100% | 112<br>100% | 63<br>100% | 49<br>100% |
| YES | 79<br>99% | 125<br>98% | 175<br>99% | 273<br>99% | 55<br>98% | 90<br>100% | 95<br>99% | 50<br>100% | 118<br>100% | 97<br>100% | 75<br>99% | 134<br>98% | 109<br>99% | 127<br>98% | 94<br>100% | 80<br>100% | 159<br>99% | 139<br>99% | 112<br>100% | 63<br>100% | 49<br>100% |
| NO | 1<br>1% | 2<br>2% | 1<br>1% | 3<br>1% | 1<br>2% | -<br>- | 1<br>1% | -<br>- | -<br>- | -<br>- | 1<br>1% | 3<br>2% | 1<br>1% | 3<br>2% | -<br>- | -<br>- | 2<br>1% | 2<br>1% | -<br>- | -<br>- | -<br>- |
| DON'T KNOW | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- |
| ALL ABOVE | 51<br>64% | 93<br>73% | 145<br>82% | 199<br>72% | 46<br>82% | 69<br>77% | 79<br>82% | 36<br>72% | 98<br>83% | 77<br>79% | 58<br>76% | 86<br>63% | 68<br>62% | 97<br>75% | 79<br>84% | 67<br>84% | 102<br>63% | 113<br>80% | 96<br>86% | 57<br>90% | 39<br>80% |

QUESTION 3D:
Will your restaurant prepare foods in vegetable oil or margarine
rather than butter, shortening or lard?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 80<br>100% | 127<br>100% | 176<br>100% | 276<br>100% | 56<br>100% | 90<br>100% | 96<br>100% | 50<br>100% | 118<br>100% | 97<br>100% | 76<br>100% | 137<br>100% | 110<br>100% | 130<br>100% | 94<br>100% | 80<br>100% | 161<br>100% | 141<br>100% | 112<br>100% | 63<br>100% | 49<br>100% |
| YES | 74<br>93% | 117<br>92% | 165<br>94% | 258<br>93% | 54<br>96% | 83<br>92% | 92<br>96% | 45<br>90% | 115<br>97% | 89<br>92% | 73<br>96% | 123<br>90% | 103<br>94% | 120<br>92% | 89<br>95% | 75<br>94% | 149<br>93% | 131<br>93% | 107<br>96% | 62<br>98% | 45<br>92% |
| NO | 5<br>6% | 8<br>6% | 7<br>4% | 14<br>5% | 2<br>4% | 4<br>4% | 4<br>4% | 2<br>4% | 2<br>2% | 5<br>5% | 3<br>4% | 11<br>8% | 5<br>5% | 10<br>8% | 3<br>3% | 3<br>4% | 10<br>6% | 8<br>6% | 3<br>3% | 1<br>2% | 2<br>4% |
| DON'T KNOW | 1<br>1% | 2<br>2% | 4<br>2% | 4<br>1% | -<br>- | 3<br>3% | -<br>- | 3<br>6% | 1<br>1% | 3<br>3% | -<br>- | 3<br>2% | 2<br>2% | -<br>- | 2<br>2% | 2<br>3% | 2<br>1% | 2<br>1% | 2<br>2% | -<br>- | 2<br>4% |
| ALL ABOVE | 51<br>64% | 93<br>73% | 145<br>82% | 199<br>72% | 46<br>82% | 69<br>77% | 79<br>82% | 36<br>72% | 98<br>83% | 77<br>79% | 58<br>76% | 86<br>63% | 68<br>62% | 97<br>75% | 79<br>84% | 67<br>84% | 102<br>63% | 113<br>80% | 96<br>86% | 57<br>90% | 39<br>80% |

QUESTION 3E:
Will your restaurant broil or bake foods rather than fry?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 80<br>100% | 127<br>100% | 176<br>100% | 276<br>100% | 56<br>100% | 90<br>100% | 96<br>100% | 50<br>100% | 118<br>100% | 97<br>100% | 76<br>100% | 137<br>100% | 110<br>100% | 130<br>100% | 94<br>100% | 80<br>100% | 161<br>100% | 141<br>100% | 112<br>100% | 63<br>100% | 49<br>100% |
| YES | 69<br>86% | 116<br>91% | 168<br>95% | 254<br>92% | 51<br>91% | 82<br>91% | 89<br>93% | 44<br>88% | 110<br>93% | 91<br>94% | 74<br>97% | 117<br>85% | 92<br>84% | 122<br>94% | 89<br>95% | 79<br>99% | 140<br>87% | 132<br>94% | 110<br>98% | 61<br>97% | 49<br>100% |
| NO | 10<br>13% | 10<br>8% | 8<br>5% | 20<br>7% | 4<br>7% | 8<br>9% | 6<br>6% | 6<br>12% | 8<br>7% | 5<br>5% | 1<br>1% | 19<br>14% | 18<br>16% | 6<br>5% | 4<br>4% | 1<br>1% | 21<br>13% | 6<br>4% | 2<br>2% | 2<br>3% | -<br>- |
| DON'T KNOW | 1<br>1% | 1<br>1% | -<br>- | 2<br>1% | 1<br>2% | -<br>- | 1<br>1% | -<br>- | -<br>- | 1<br>1% | 1<br>1% | 1<br>1% | -<br>- | 2<br>2% | 1<br>1% | -<br>- | -<br>- | 3<br>2% | -<br>- | -<br>- | -<br>- |
| ALL ABOVE | 51<br>64% | 93<br>73% | 145<br>82% | 199<br>72% | 46<br>82% | 69<br>77% | 79<br>82% | 36<br>72% | 98<br>83% | 77<br>79% | 58<br>76% | 86<br>63% | 68<br>62% | 97<br>75% | 79<br>84% | 67<br>84% | 102<br>63% | 113<br>80% | 96<br>86% | 57<br>90% | 39<br>80% |

QUESTION 3F:
Will your restaurant skin chicken before preparing?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 80<br>100% | 127<br>100% | 176<br>100% | 276<br>100% | 56<br>100% | 90<br>100% | 96<br>100% | 50<br>100% | 118<br>100% | 97<br>100% | 76<br>100% | 137<br>100% | 110<br>100% | 130<br>100% | 94<br>100% | 80<br>100% | 161<br>100% | 141<br>100% | 112<br>100% | 63<br>100% | 49<br>100% |
| YES | 66<br>83% | 108<br>85% | 160<br>91% | 232<br>84% | 51<br>91% | 81<br>90% | 87<br>91% | 45<br>90% | 104<br>88% | 87<br>90% | 65<br>86% | 114<br>83% | 87<br>79% | 112<br>86% | 85<br>90% | 75<br>94% | 129<br>80% | 124<br>88% | 106<br>95% | 62<br>98% | 44<br>90% |
| NO | 13<br>16% | 16<br>13% | 14<br>8% | 39<br>14% | 4<br>7% | 8<br>9% | 8<br>8% | 4<br>8% | 14<br>12% | 5<br>5% | 10<br>13% | 22<br>16% | 21<br>19% | 16<br>12% | 9<br>10% | 3<br>4% | 30<br>19% | 15<br>11% | 4<br>4% | 1<br>2% | 3<br>6% |
| DON'T KNOW | 1<br>1% | 3<br>2% | 2<br>1% | 5<br>2% | 1<br>2% | 1<br>1% | 1<br>1% | 1<br>2% | -<br>- | 5<br>5% | 1<br>1% | 1<br>1% | 2<br>2% | 2<br>2% | -<br>- | 2<br>3% | 2<br>1% | 2<br>1% | 2<br>2% | -<br>- | 2<br>4% |
| ALL ABOVE | 51<br>64% | 93<br>73% | 145<br>82% | 199<br>72% | 46<br>82% | 69<br>77% | 79<br>82% | 36<br>72% | 98<br>83% | 77<br>79% | 58<br>76% | 86<br>63% | 68<br>62% | 97<br>75% | 79<br>84% | 67<br>84% | 102<br>63% | 113<br>80% | 96<br>86% | 57<br>90% | 39<br>80% |

QUESTION 4:
Does your restaurant feature or promote any items because of their specific health or unique nutritional benefits?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 40<br>45% | 69<br>52% | 121<br>65% | 144<br>49% | 36<br>63% | 66<br>68% | 63<br>65% | 39<br>68% | 75<br>60% | 55<br>55% | 38<br>48% | 82<br>54% | 68<br>55% | 74<br>53% | 56<br>58% | 44<br>54% | 99<br>55% | 79<br>53% | 64<br>57% | 35<br>55% | 29<br>59% |
| NO | 46<br>52% | 57<br>43% | 65<br>35% | 142<br>48% | 21<br>37% | 30<br>31% | 33<br>34% | 18<br>32% | 51<br>40% | 42<br>42% | 38<br>48% | 64<br>42% | 53<br>43% | 65<br>46% | 39<br>40% | 33<br>41% | 78<br>43% | 68<br>46% | 44<br>39% | 27<br>42% | 17<br>35% |
| DON'T KNOW | 2<br>2% | 6<br>5% | 1<br>1% | 10<br>3% | -<br>- | 1<br>1% | 1<br>1% | -<br>- | -<br>- | 3<br>3% | 3<br>4% | 5<br>3% | 3<br>2% | 1<br>1% | 2<br>2% | 4<br>5% | 3<br>2% | 2<br>1% | 5<br>4% | 2<br>3% | 3<br>6% |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC070
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
J. Menu items for nutrition-conscious customers?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| 1 (Not at all interested) | 142<br>9% | 93<br>13% | 50<br>6% | 117<br>8% | 24<br>14% | 10<br>5% | 19<br>5% | 33<br>10% | 22<br>10% | 13<br>7% | 44<br>19% | 91<br>10% | 50<br>8% |
| 2 | 85<br>5% | 54<br>7% | 31<br>4% | 81<br>6% | 2<br>1% | 11<br>6% | 16<br>4% | 15<br>5% | 10<br>5% | 13<br>6% | 19<br>8% | 42<br>4% | 41<br>7% |
| 3 | 238<br>15% | 143<br>19% | 95<br>11% | 211<br>15% | 26<br>15% | 24<br>12% | 66<br>17% | 59<br>18% | 28<br>12% | 20<br>10% | 41<br>17% | 155<br>16% | 83<br>14% |
| 4 | 283<br>18% | 164<br>22% | 118<br>14% | 255<br>18% | 26<br>15% | 46<br>22% | 71<br>18% | 65<br>20% | 39<br>17% | 32<br>16% | 29<br>12% | 179<br>19% | 104<br>17% |
| 5 (Very interested) | 831<br>53% | 284<br>38% | 547<br>65% | 730<br>52% | 97<br>55% | 112<br>55% | 217<br>56% | 153<br>47% | 128<br>56% | 117<br>60% | 104<br>44% | 487<br>51% | 335<br>55% |
| Don't Know | 1<br>0% | - | 1<br>0% | 1<br>0% | - | 1<br>0% | - | - | - | - | - | - | 1<br>0% |
| Mean | 4.00 | 3.67 | 4.29 | 4.00 | 3.97 | 4.17 | 4.16 | 3.89 | 4.06 | 4.17 | 3.54 | 3.97 | 4.03 |
| Standard Deviation | 1.31 | 1.38 | 1.17 | 1.29 | 1.41 | 1.15 | 1.15 | 1.32 | 1.32 | 1.25 | 1.56 | 1.31 | 1.30 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC071
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
J. Menu items for nutrition-conscious customers?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| 1 (Not at all interested) | 142<br>9% | 39<br>5% | 79<br>12% | 23<br>11% | 39<br>7% | 42<br>8% | 52<br>12% | 34<br>5% | 15<br>9% | 23<br>13% | 25<br>12% | 18<br>7% | 24<br>9% | 23<br>9% | 13<br>7% | 16<br>7% |
| 2 | 85<br>5% | 34<br>5% | 37<br>6% | 12<br>6% | 24<br>5% | 31<br>6% | 27<br>6% | 20<br>3% | 11<br>6% | 12<br>7% | 12<br>6% | 19<br>8% | 6<br>2% | 14<br>6% | 11<br>5% | 11<br>5% |
| 3 | 238<br>15% | 105<br>15% | 92<br>14% | 36<br>17% | 79<br>15% | 72<br>13% | 71<br>17% | 67<br>10% | 28<br>16% | 29<br>17% | 29<br>14% | 32<br>13% | 58<br>22% | 36<br>14% | 23<br>12% | 30<br>13% |
| 4 | 283<br>18% | 173<br>24% | 102<br>16% | 8<br>4% | 125<br>24% | 96<br>18% | 49<br>12% | 96<br>15% | 22<br>12% | 43<br>25% | 37<br>17% | 50<br>20% | 34<br>13% | 40<br>15% | 40<br>20% | 39<br>17% |
| 5 (Very interested) | 831<br>53% | 362<br>51% | 329<br>52% | 135<br>63% | 260<br>49% | 307<br>56% | 224<br>53% | 434<br>67% | 103<br>57% | 67<br>38% | 107<br>51% | 125<br>52% | 139<br>53% | 149<br>57% | 116<br>57% | 128<br>57% |
| Don't Know | 1<br>0% | 1<br>0% | - | - | - | - | 1<br>0% | 1<br>0% | - | - | - | - | - | - | - | 1<br>0% |
| Mean | 4.00 | 4.10 | 3.88 | 4.02 | 4.03 | 4.09 | 3.87 | 4.34 | 4.04 | 3.69 | 3.90 | 4.01 | 3.98 | 4.06 | 4.15 | 4.12 |
| Standard Deviation | 1.31 | 1.15 | 1.41 | 1.43 | 1.23 | 1.26 | 1.43 | 1.12 | 1.33 | 1.39 | 1.40 | 1.27 | 1.30 | 1.31 | 1.22 | 1.25 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC072
QN208: How interested would you be in having table-service restaurants in your area offer the following features:
J. Menu items for nutrition-conscious customers?

|  |  | EAST |  |  | MIDWEST |  |  | SOUTH |  |  | WEST |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| 1 (Not at all interested) | 142<br>9% | 31<br>8% | 3<br>4% | 27<br>9% | 36<br>9% | 18<br>7% | 18<br>12% | 45<br>9% | 21<br>6% | 25<br>16% | 30<br>10% | 12<br>14% | 19<br>8% |
| 2 | 85<br>5% | 24<br>6% | 4<br>5% | 20<br>6% | 26<br>6% | 20<br>8% | 6<br>4% | 21<br>4% | 13<br>4% | 8<br>5% | 15<br>5% | 9<br>11% | 6<br>3% |
| 3 | 238<br>15% | 65<br>17% | 10<br>12% | 55<br>18% | 67<br>17% | 50<br>19% | 17<br>12% | 58<br>12% | 35<br>11% | 23<br>15% | 48<br>16% | 8<br>10% | 40<br>18% |
| 4 | 283<br>18% | 69<br>18% | 22<br>26% | 47<br>16% | 80<br>20% | 57<br>22% | 23<br>16% | 72<br>15% | 45<br>14% | 27<br>18% | 62<br>20% | 15<br>18% | 47<br>21% |
| 5 (Very interested) | 831<br>53% | 197<br>51% | 43<br>52% | 154<br>51% | 198<br>49% | 116<br>44% | 82<br>56% | 284<br>59% | 214<br>65% | 70<br>46% | 152<br>50% | 39<br>47% | 113<br>50% |
| Don't Know | 1<br>0% | 1<br>0% | - | 1<br>0% | - | - | - | - | - | - | - | - | - |
| Mean | 4.00 | 3.98 | 4.18 | 3.93 | 3.93 | 3.89 | 4.00 | 4.10 | 4.28 | 3.72 | 3.95 | 3.74 | 4.02 |
| Standard Deviation | 1.31 | 1.28 | 1.10 | 1.33 | 1.30 | 1.25 | 1.40 | 1.32 | 1.19 | 1.49 | 1.32 | 1.50 | 1.24 |

## Tableservice restaurant features

With increased competition for consumers' dollars and an ever-growing number of restaurants to choose from, many operators are finding that providing the basics of good food that is reasonably priced with good overall service may not be enough to keep customers coming back. This is compounded by the number of consumers looking for restaurants that meet specific needs or desires. In order to distinguish themselves from the pack, many tableservice restaurants are adding certain amenities to draw customers attention and keep them coming back.

These amenities range from separate sections for smoking and nonsmoking patrons to children's menu items and on-premises baking. Of a list of 12 amenities, separate sections for smokers and nonsmokers ranked number one with 84 percent of respondents reporting they were very interested.* Approximately seven out of 10 are very interested in menu items for the nutrition conscious, salad or food bars and children's menu items. In addition at least 50 percent are very interested in seasonal menu features, daily menu changes and a dessert display.

When compared with 1988 levels of interest in 10 of these amenities (two were added to the list in 1990--ethnic dishes and a frequent diner program), consumers very interested in smoking and nonsmoking sections increased significantly. On the other hand, the proportion of consumers reporting they were very interested in menu items for the nutrition conscious, daily menu changes and display cooking decreased significantly.

More and more tableservice operators are responding to the consumer demand for specific amenities. For example, the proportion of tableservice restaurants that offer separate smoking and non-smoking sections increased by 16 percent or more among operations of all check sizes. This is not surprising considering that consumer interest in smoking and non-smoking sections was ranked highest among consumers in 1988 and in 1990. The second rated feature among consumers in 1988--menu items for nutrition-conscious consumers--has also been implemented by many more tableservice operators. More than one-half of all tableservice restaurants regardless of check size offered or promoted menu items based on their nutritional attributes in 1990, up from between one third and one half of all operations in 1988.

Other amenities that have shown substantial increases in prevalence are amenities for single diners dining alone (up by 8 percent or more) and children's menu items (up by 10 percent or more except at restaurants with a per person dinner check of $8.00 to $14.99).

Continued consumer interest in features will likely influence other operators to consider adding one or more of them to their establishment.

## Smoking and non-smoking sections

As was true in 1988, consumer interest in separate sections for smokers and non-smokers was number one on a list of 12 tableservice restaurant amenities in terms of consumer interest. More than 80 percent of adults surveyed responded that they were ''very interested'' in separate sections for smokers and non-smokers. This is up significantly from the 78 percent that expressed they were ''very interested'' in smoking sections in 1988. A higher proportion of females than males stated they were very interested in separate smoking and nonsmoking sections. While there was little difference in consumer interest by marital status or income, the youngest group of respondents--aged 18 to 24--showed the highest proportion of people who were very interested in separate smoking sections with the proportion decreasing as age increases. Geographically, residents of the Southeastern states and the Rocky Mountain states showed the greatest interest in separate sections for smokers and non-smokers, while residents of the Southwestern states were the least interested.

Not surprisingly, this consumer interest in smoking and nonsmoking sections has influenced many tableservice operators to add sections to their restaurants. In 1988, between 50 and 60 percent of tableservice operations had separate smoking and nonsmoking sections, compared with more than 70 percent (and close to 80 percent in the case of restaurants with a dinner check of $25.00 or more per person) just two years later.

## Menu items for nutrition-conscious consumers

Although this topic is covered in a separate section devoted to nutrition at restaurants, it deserves notice here. Menu items for nutrition-conscious customers were second to smoking sections in terms of consumer interest both in 1988 and in 1990. More than seven out of 10 consumers expressed interest in them, down from 76 percent in 1990. Women and adults under 65 years of age showed the greatest interest in these items. In response to consumer interest, the proportion of tableservice operations promoting or featuring menu items based on nutrition has increased between 1988 and 1990.

## Children's menu items

With many baby boomers starting families, it is not surprising to find that there is substantial interest in children's menu items at tableservice restaurants. More than two out of three of those surveyed expressed interest in children's menus, with those people most likely to dine with children--females and those younger than 45 years of age--showing more interest than males and adults 45 years old and older. Not surprisingly, households in which a woman was employed displayed a higher level of interest than those households in which the woman was not employed.

The interest in children's menu items in 1988 (67 percent of those surveyed) likely had an influence in the increase seen in operations that offer children's menu items in 1990. More than three out of four tableservice operations with an average check below $25.00 per person offered children's menu items, with sharp increases in the offering of such items among operations.

Self-service salad or food bars and on-premises baking were of interest to more than six out of ten consumers in 1990, similar to the interest shown in 1988. Roughly seven out of 10 tableservice establishments currently offer on-premises baking, possibly attributable to high consumer demand. One third or fewer tableservice operations offer self-service food or salad bars, however. Although there has been a fairly consistent increase in the proportion of operations that do so, few respondents that do not currently have such a setup are planning to add one in the year ahead. It is possible that the labor-intensive nature of these setups may be behind the relatively small percentage of operations that offer them.

Seasonal menu features, daily menu changes and dessert displays were of interest to at least half of all survey respondents in 1990, though interest in seasonal menu features and daily menu changes dropped by small but significant proportions since 1988. It is possible that since roughly seven out of 10 tableservice operations already offer them, consumers may not feel that they need to express interest in them.

Display cooking (47 percent), live entertainment/music (45 percent), ethnic dishes (45 percent) and frequent diner programs (44 percent) were of interest to slightly fewer than half of all survey respondents.

*very interested= 4 or 5 on a 5-point scale

## Ranking of consumer interest in features at tableservice restaurants

| | Percent responding | | | | |
|---|---|---|---|---|---|
| | Very interested | | | | Not at all interested |
| | 5 | 4 | 3 | 2 | 1 |
| Separate sections for smokers and nonsmokers | 78% | 6% | 5% | 2% | 9% |
| -1988 survey | 74 | 4 | 8 | 2 | 11 |
| Menu items for nutrition conscious customers | 53 | 18 | 15 | 5 | 9 |
| -1988 survey | 59 | 17 | 13 | 3 | 7 |
| Children's menu | 56 | 11 | 9 | 4 | 20 |
| -1988 survey | 59 | 8 | 11 | 4 | 16 |
| Self-service salad or food bar | 48 | 21 | 14 | 6 | 11 |
| -1988 survey | 53 | 18 | 11 | 6 | 12 |
| Baking done on-premises | 45 | 19 | 16 | 5 | 15 |
| -1988 survey | 49 | 16 | 13 | 7 | 13 |
| Seasonal menu features | 36 | 22 | 21 | 7 | 14 |
| -1988 survey | 43 | 19 | 20 | 6 | 10 |
| Daily menu changes | 36 | 16 | 26 | 8 | 15 |
| -1988 survey | 44 | 16 | 22 | 6 | 10 |
| Display cooking | 32 | 15 | 20 | 11 | 22 |
| -1988 survey | 40 | 13 | 18 | 11 | 16 |
| Dessert display | 32 | 18 | 20 | 11 | 19 |
| -1988 survey | 34 | 18 | 18 | 11 | 18 |
| Live entertainment/music | 31 | 14 | 22 | 10 | 22 |
| -1988 survey | 34 | 14 | 18 | 12 | 21 |
| Ethnic dishes* | 27 | 18 | 23 | 10 | 22 |
| A frequent diner program* | 28 | 16 | 21 | 10 | 24 |

*questions not fielded in 1988

Source: National Restaurant Association Gallup Surveys, 1988 and 1990

## Percent of tableservice operators offering various amenities by check size, 1990 and change from 1988

| | less than $8.00 | $8.00-$14.99 | $15.00-$24.99 | $25.00 and over |
|---|---|---|---|---|
| On-premises baking | 78% | 68% | 78% | 81% |
| -Percentage point change from 1988 | +10 | 0 | +8 | -3 |
| Separate smoking/nonsmoking sections | 73 | 76 | 75 | 79 |
| -Percentage point change from 1988 | +21 | +16 | +19 | +25 |
| Daily menu changes | 74 | 65 | 75 | 73 |
| -Percentage point change from 1988 | +14 | -2 | +10 | +6 |
| Seasonal menu features | 69 | 65 | 73 | 86 |
| -Percentage point change from 1988 | +5 | -11 | -7 | -7 |
| Children's menu | 80 | 76 | 77 | 47 |
| -Percentage point change from 1988 | +10 | -3 | +17 | +16 |
| On-premises catering | 42 | 64 | 79 | 73 |
| -Percentage point change from 1988 | +2 | -2 | +11 | +7 |
| Dessert display | 60 | 35 | 51 | 51 |
| -Percentage point change from 1988 | +16 | -8 | +15 | -8 |
| Amenities for single diners | 32 | 31 | 33 | 51 |
| -Percentage point change from 1988 | +18 | +13 | +8 | +15 |
| Display cooking in open kitchen or tableside | 31 | 22 | 31 | 42 |
| -Percentage point change from 1988 | +12 | +1 | -11 | -8 |
| Live entertainment | 19 | 35 | 46 | 52 |
| -Percentage point change from 1988 | +8 | +2 | -1 | +8 |
| Salad or food bar | 34 | 29 | 27 | 15 |
| -Percentage point change from 1988 | +10 | -9 | +8 | +1 |

Source: National Restaurant Association, Tableservice Operator Surveys, 1988 and 1990

QUESTION 12AA1:
Is on premise baking performed at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 67<br>76% | 89<br>67% | 155<br>83% | 215<br>73% | 49<br>86% | 77<br>79% | 83<br>86% | 43<br>75% | 96<br>76% | 82<br>82% | 58<br>73% | 109<br>72% | 97<br>78% | 95<br>68% | 76<br>78% | 66<br>81% | 132<br>73% | 110<br>74% | 92<br>81% | 51<br>80% | 41<br>84% |
| NO | 21<br>24% | 43<br>33% | 32<br>17% | 81<br>27% | 8<br>14% | 20<br>21% | 14<br>14% | 14<br>25% | 30<br>24% | 18<br>18% | 21<br>27% | 42<br>28% | 27<br>22% | 45<br>32% | 21<br>22% | 15<br>19% | 48<br>27% | 39<br>26% | 21<br>19% | 13<br>20% | 8<br>16% |

QUESTION 12AA2:
Do you plan to offer on premise baking in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 21<br>100% | 43<br>100% | 32<br>100% | 81<br>100% | 8<br>100% | 20<br>100% | 14<br>100% | 14<br>100% | 30<br>100% | 18<br>100% | 21<br>100% | 42<br>100% | 27<br>100% | 45<br>100% | 21<br>100% | 15<br>100% | 48<br>100% | 39<br>100% | 21<br>100% | 13<br>100% | 8<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 3<br>14% | 3<br>7% | 1<br>3% | 5<br>6% | -<br>- | 2<br>10% | -<br>- | 2<br>14% | 4<br>13% | -<br>- | 2<br>10% | 1<br>2% | 2<br>7% | 2<br>4% | 1<br>5% | 2<br>13% | 3<br>6% | 2<br>5% | 2<br>10% | -<br>- | 2<br>25% |
| NO | 18<br>86% | 40<br>93% | 31<br>97% | 76<br>94% | 8<br>100% | 18<br>90% | 14<br>100% | 12<br>86% | 26<br>87% | 18<br>100% | 19<br>90% | 41<br>98% | 25<br>93% | 43<br>96% | 20<br>95% | 13<br>87% | 45<br>94% | 37<br>95% | 19<br>90% | 13<br>100% | 6<br>75% |

NATIONAL RESTAURANT ASSOCIATION

QUESTION 12AC1:
is on premise catering offered at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 46<br>52% | 84<br>64% | 129<br>69% | 176<br>59% | 42<br>74% | 62<br>64% | 74<br>76% | 30<br>53% | 78<br>62% | 74<br>74% | 43<br>54% | 89<br>59% | 52<br>42% | 90<br>64% | 77<br>79% | 59<br>73% | 88<br>49% | 104<br>70% | 86<br>76% | 50<br>78% | 36<br>73% |
| NO | 42<br>48% | 48<br>36% | 58<br>31% | 120<br>41% | 15<br>26% | 34<br>35% | 23<br>24% | 26<br>46% | 48<br>38% | 26<br>26% | 36<br>46% | 61<br>40% | 72<br>58% | 50<br>36% | 20<br>21% | 22<br>27% | 92<br>51% | 45<br>30% | 27<br>24% | 14<br>22% | 13<br>27% |

QUESTION 12AC2:
Do you plan to offer on premise catering in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 42<br>100% | 48<br>100% | 58<br>100% | 120<br>100% | 15<br>100% | 34<br>100% | 23<br>100% | 26<br>100% | 48<br>100% | 26<br>100% | 36<br>100% | 61<br>100% | 72<br>100% | 50<br>100% | 20<br>100% | 22<br>100% | 92<br>100% | 45<br>100% | 27<br>100% | 14<br>100% | 13<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 2<br>5% | 3<br>6% | 5<br>9% | 7<br>6% | 1<br>7% | 5<br>15% | 3<br>13% | 3<br>12% | 3<br>6% | 2<br>8% | 2<br>6% | 6<br>10% | 3<br>4% | 5<br>10% | -<br>- | 4<br>18% | 7<br>8% | 1<br>2% | 4<br>15% | 2<br>14% | 2<br>15% |
| NO | 40<br>95% | 45<br>94% | 53<br>91% | 113<br>94% | 13<br>87% | 29<br>85% | 19<br>83% | 23<br>88% | 45<br>94% | 23<br>88% | 34<br>94% | 55<br>90% | 69<br>96% | 45<br>90% | 20<br>100% | 17<br>77% | 85<br>92% | 44<br>98% | 22<br>81% | 12<br>86% | 10<br>77% |

QUESTION 12AG1:
Are children's menu items offered at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K- $999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER- ICAN | INTER- NATIONAL | STEAK/ SEAFOOD | OTHER | <$8 | $8- $14 | $15- $24 | $25+ | <$10 | $10- $19 | $20+ | $20- $29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 57<br>65% | 95<br>72% | 142<br>76% | 218<br>74% | 41<br>72% | 66<br>68% | 66<br>68% | 41<br>72% | 88<br>70% | 53<br>53% | 67<br>85% | 121<br>80% | 99<br>80% | 107<br>76% | 75<br>77% | 38<br>47% | 141<br>78% | 114<br>77% | 64<br>57% | 47<br>73% | 17<br>35% |
| NO | 31<br>35% | 37<br>28% | 45<br>24% | 78<br>26% | 16<br>28% | 31<br>32% | 31<br>32% | 16<br>28% | 38<br>30% | 47<br>47% | 12<br>15% | 30<br>20% | 25<br>20% | 33<br>24% | 22<br>23% | 43<br>53% | 39<br>22% | 35<br>23% | 49<br>43% | 17<br>27% | 32<br>65% |

QUESTION 12AG2:
Do you plan to offer children's menu items in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K- $999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER- ICAN | INTER- NATIONAL | STEAK/ SEAFOOD | OTHER | <$8 | $8- $14 | $15- $24 | $25+ | <$10 | $10- $19 | $20+ | $20- $29+ | $30+ |
| TOTAL | 31<br>100% | 37<br>100% | 45<br>100% | 78<br>100% | 16<br>100% | 31<br>100% | 31<br>100% | 16<br>100% | 38<br>100% | 47<br>100% | 12<br>100% | 30<br>100% | 25<br>100% | 33<br>100% | 22<br>100% | 43<br>100% | 39<br>100% | 35<br>100% | 49<br>100% | 17<br>100% | 32<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 4<br>13% | 1<br>3% | 2<br>4% | 4<br>5% | 1<br>6% | 2<br>6% | 2<br>6% | 1<br>6% | 1<br>3% | 2<br>4% | 1<br>8% | 3<br>10% | 1<br>4% | 2<br>6% | 1<br>5% | 2<br>5% | 1<br>3% | 3<br>9% | 2<br>4% | 1<br>6% | 1<br>3% |
| NO | 27<br>87% | 36<br>97% | 43<br>96% | 74<br>95% | 15<br>94% | 29<br>94% | 29<br>94% | 15<br>94% | 37<br>97% | 45<br>96% | 11<br>92% | 27<br>90% | 24<br>96% | 31<br>94% | 21<br>95% | 41<br>95% | 38<br>97% | 32<br>91% | 47<br>96% | 16<br>94% | 31<br>97% |

QUESTION 12AH1:
Is display cooking open kitchen or tableside performed at your restauranA?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 24<br>27% | 38<br>29% | 60<br>32% | 78<br>26% | 18<br>32% | 40<br>41% | 39<br>40% | 19<br>33% | 38<br>30% | 37<br>37% | 19<br>24% | 44<br>29% | 38<br>31% | 31<br>22% | 30<br>31% | 34<br>42% | 48<br>27% | 40<br>27% | 45<br>40% | 21<br>33% | 24<br>49% |
| NO | 64<br>73% | 94<br>71% | 127<br>68% | 217<br>73% | 39<br>68% | 57<br>59% | 58<br>60% | 38<br>67% | 88<br>70% | 62<br>62% | 60<br>76% | 107<br>71% | 86<br>69% | 109<br>78% | 66<br>68% | 47<br>58% | 132<br>73% | 109<br>73% | 67<br>59% | 42<br>66% | 25<br>51% |

QUESTION 12AH2:
Do you plan to offer display cooking open kitchen or tableside in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 64<br>100% | 94<br>100% | 127<br>100% | 217<br>100% | 39<br>100% | 57<br>100% | 58<br>100% | 38<br>100% | 88<br>100% | 62<br>100% | 60<br>100% | 107<br>100% | 86<br>100% | 109<br>100% | 66<br>100% | 47<br>100% | 132<br>100% | 109<br>100% | 67<br>100% | 42<br>100% | 25<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 2<br>3% | 2<br>2% | 5<br>4% | 7<br>3% | -<br>- | 2<br>4% | 1<br>2% | 1<br>3% | 1<br>1% | 2<br>3% | 1<br>2% | 5<br>5% | 2<br>2% | 3<br>3% | 1<br>2% | 3<br>6% | 4<br>3% | 1<br>1% | 4<br>6% | 2<br>5% | 2<br>8% |
| NO | 61<br>95% | 92<br>98% | 121<br>95% | 209<br>96% | 37<br>95% | 55<br>96% | 55<br>95% | 37<br>97% | 86<br>98% | 59<br>95% | 58<br>97% | 102<br>95% | 84<br>98% | 104<br>95% | 65<br>98% | 43<br>91% | 128<br>97% | 106<br>97% | 62<br>93% | 40<br>95% | 22<br>88% |

QUESTION 12A11:
Is live entertainment or music performed at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISIHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 22<br>25% | 49<br>37% | 72<br>39% | 91<br>31% | 19<br>33% | 46<br>47% | 41<br>42% | 24<br>42% | 50<br>40% | 41<br>41% | 27<br>34% | 42<br>28% | 23<br>19% | 49<br>35% | 45<br>46% | 42<br>52% | 37<br>21% | 63<br>42% | 59<br>52% | 32<br>50% | 27<br>55% |
| NO | 66<br>75% | 83<br>63% | 114<br>61% | 204<br>69% | 38<br>67% | 51<br>53% | 56<br>58% | 33<br>58% | 75<br>60% | 59<br>59% | 52<br>66% | 109<br>72% | 101<br>81% | 90<br>64% | 52<br>54% | 39<br>48% | 143<br>79% | 85<br>57% | 54<br>48% | 32<br>50% | 22<br>45% |

QUESTION 12A12:
Do you plan to offer live entertainment or music in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 66<br>100% | 83<br>100% | 114<br>100% | 204<br>100% | 38<br>100% | 51<br>100% | 56<br>100% | 33<br>100% | 75<br>100% | 59<br>100% | 52<br>100% | 109<br>100% | 101<br>100% | 90<br>100% | 52<br>100% | 39<br>100% | 143<br>100% | 85<br>100% | 54<br>100% | 32<br>100% | 22<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 1<br>2% | 4<br>5% | 3<br>3% | 9<br>4% | -<br>- | -<br>- | -<br>- | -<br>- | 1<br>1% | 2<br>3% | 2<br>4% | 4<br>4% | 1<br>1% | -<br>- | 4<br>8% | 4<br>10% | 1<br>1% | 4<br>5% | 4<br>7% | 2<br>6% | 2<br>9% |
| NO | 65<br>98% | 79<br>95% | 111<br>97% | 195<br>96% | 38<br>100% | 51<br>100% | 56<br>100% | 33<br>100% | 74<br>99% | 57<br>97% | 50<br>96% | 105<br>96% | 100<br>99% | 90<br>100% | 48<br>92% | 35<br>90% | 142<br>99% | 81<br>95% | 50<br>93% | 30<br>94% | 20<br>91% |

QUESTION 12AK1:
Is there a dessert display at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | ~~88~~ | 132 | 187 | 296 | 57 | 97 | 97 | 57 | 126 | 100 | 79 | 151 | 124 | 140 | 97 | 81 | 180 | 149 | 113 | 64 | 49 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 39 | 51 | 101 | 137 | 28 | 51 | 49 | 30 | 67 | 52 | 31 | 70 | 74 | 49 | 49 | 41 | 89 | 65 | 59 | 33 | 26 |
| | 44% | 39% | 54% | 46% | 49% | 53% | 51% | 53% | 53% | 52% | 39% | 46% | 60% | 35% | 51% | 51% | 49% | 44% | 52% | 52% | 53% |
| NO | 49 | 81 | 86 | 159 | 29 | 46 | 48 | 27 | 59 | 48 | 48 | 81 | 50 | 91 | 48 | 40 | 91 | 84 | 54 | 31 | 23 |
| | 56% | 61% | 46% | 54% | 51% | 47% | 49% | 47% | 47% | 48% | 61% | 54% | 40% | 65% | 49% | 49% | 51% | 56% | 48% | 48% | 47% |

QUESTION 12AK2:
Do you plan to offer a dessert display in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 49 | 81 | 86 | 159 | 29 | 46 | 48 | 27 | 59 | 48 | 48 | 81 | 50 | 91 | 48 | 40 | 91 | 84 | 54 | 31 | 23 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 5 | 9 | 5 | 14 | 3 | 3 | 5 | 1 | 2 | 10 | 3 | 6 | 2 | 6 | 6 | 6 | 3 | 10 | 7 | 4 | 3 |
| | 10% | 11% | 6% | 9% | 10% | 7% | 10% | 4% | 3% | 21% | 6% | 7% | 4% | 7% | 13% | 15% | 3% | 12% | 13% | 13% | 13% |
| NO | 44 | 72 | 81 | 145 | 26 | 43 | 43 | 26 | 57 | 38 | 45 | 75 | 48 | 85 | 42 | 34 | 88 | 74 | 47 | 27 | 20 |
| | 90% | 89% | 94% | 91% | 90% | 93% | 90% | 96% | 97% | 79% | 94% | 93% | 96% | 93% | 88% | 85% | 97% | 88% | 87% | 87% | 87% |

QUESTION 12AL1:
Is a salad/food bar offered at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 25<br>28% | 34<br>26% | 53<br>28% | 67<br>23% | 22<br>39% | 33<br>34% | 40<br>41% | 15<br>26% | 36<br>29% | 25<br>25% | 19<br>24% | 45<br>30% | 42<br>34% | 41<br>29% | 26<br>27% | 12<br>15% | 58<br>32% | 43<br>29% | 20<br>18% | 13<br>20% | 7<br>14% |
| NO | 63<br>72% | 98<br>74% | 134<br>72% | 229<br>77% | 35<br>61% | 64<br>66% | 57<br>59% | 42<br>74% | 90<br>71% | 75<br>75% | 60<br>76% | 106<br>70% | 82<br>66% | 99<br>71% | 71<br>73% | 69<br>85% | 122<br>68% | 106<br>71% | 93<br>82% | 51<br>80% | 42<br>86% |

QUESTION 12AL2:
Do you plan to offer a salad/food bar in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 63<br>100% | 98<br>100% | 134<br>100% | 229<br>100% | 35<br>100% | 64<br>100% | 57<br>100% | 42<br>100% | 90<br>100% | 75<br>100% | 60<br>100% | 106<br>100% | 82<br>100% | 99<br>100% | 71<br>100% | 69<br>100% | 122<br>100% | 106<br>100% | 93<br>100% | 51<br>100% | 42<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 1<br>2% | 2<br>2% | 1<br>1% | 4<br>2% | 1<br>3% | 1<br>2% | 1<br>2% | 1<br>2% | 1<br>1% | 1<br>1% | 2<br>3% | 2<br>2% | 1<br>1% | 2<br>2% | 3<br>4% | -<br>- | 2<br>2% | 3<br>3% | 1<br>1% | 1<br>2% | -<br>- |
| NO | 62<br>98% | 96<br>98% | 133<br>99% | 225<br>98% | 34<br>97% | 63<br>98% | 56<br>98% | 41<br>98% | 89<br>99% | 74<br>99% | 58<br>97% | 104<br>98% | 81<br>99% | 97<br>98% | 68<br>96% | 69<br>100% | 120<br>98% | 103<br>97% | 92<br>99% | 50<br>98% | 42<br>100% |

NATIONAL RESTAURANT ASSOCIATION

QUESTION 12AM1:
Is a daily menu change offered at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 64<br>73% | 99<br>75% | 129<br>69% | 213<br>72% | 40<br>70% | 67<br>69% | 71<br>73% | 36<br>63% | 92<br>73% | 73<br>73% | 56<br>71% | 104<br>69% | 92<br>74% | 91<br>65% | 73<br>75% | 59<br>73% | 119<br>66% | 112<br>75% | 84<br>74% | 48<br>75% | 36<br>73% |
| NO | 24<br>27% | 33<br>25% | 58<br>31% | 83<br>28% | 17<br>30% | 30<br>31% | 26<br>27% | 21<br>37% | 34<br>27% | 27<br>27% | 23<br>29% | 47<br>31% | 32<br>26% | 49<br>35% | 24<br>25% | 22<br>27% | 61<br>34% | 37<br>25% | 29<br>26% | 16<br>25% | 13<br>27% |

QUESTION 12AM2:
Do you plan to offer a daily menu change in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 24<br>100% | 33<br>100% | 58<br>100% | 83<br>100% | 17<br>100% | 30<br>100% | 26<br>100% | 21<br>100% | 34<br>100% | 27<br>100% | 23<br>100% | 47<br>100% | 32<br>100% | 49<br>100% | 24<br>100% | 22<br>100% | 61<br>100% | 37<br>100% | 29<br>100% | 16<br>100% | 13<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 3<br>13% | 6<br>18% | 4<br>7% | 8<br>10% | 1<br>6% | 4<br>13% | 3<br>12% | 2<br>10% | 4<br>12% | 3<br>11% | 1<br>4% | 5<br>11% | 6<br>19% | 3<br>6% | 3<br>13% | 1<br>5% | 8<br>13% | 2<br>5% | 3<br>10% | 3<br>19% | -<br>- |
| NO | 21<br>88% | 27<br>82% | 54<br>93% | 75<br>90% | 16<br>94% | 26<br>87% | 23<br>88% | 19<br>90% | 30<br>88% | 24<br>89% | 22<br>96% | 42<br>89% | 26<br>81% | 46<br>94% | 21<br>88% | 21<br>95% | 53<br>87% | 35<br>95% | 26<br>90% | 13<br>81% | 13<br>100% |

QUESTION 12AN1:
Is a seasonal menu feature offered at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 57<br>65% | 92<br>70% | 145<br>78% | 198<br>67% | 46<br>81% | 78<br>80% | 79<br>81% | 45<br>79% | 95<br>75% | 72<br>72% | 56<br>71% | 102<br>68% | 86<br>69% | 91<br>65% | 71<br>73% | 70<br>86% | 120<br>67% | 102<br>68% | 96<br>85% | 54<br>84% | 42<br>86% |
| NO | 31<br>35% | 40<br>30% | 42<br>22% | 98<br>33% | 11<br>19% | 19<br>20% | 18<br>19% | 12<br>21% | 31<br>25% | 28<br>28% | 23<br>29% | 49<br>32% | 38<br>31% | 49<br>35% | 26<br>27% | 11<br>14% | 60<br>33% | 47<br>32% | 17<br>15% | 10<br>16% | 7<br>14% |

QUESTION 12AN2:
Do you plan to offer a seasonal menu feature in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 31<br>100% | 40<br>100% | 42<br>100% | 98<br>100% | 11<br>100% | 19<br>100% | 18<br>100% | 12<br>100% | 31<br>100% | 28<br>100% | 23<br>100% | 49<br>100% | 38<br>100% | 49<br>100% | 26<br>100% | 11<br>100% | 60<br>100% | 47<br>100% | 17<br>100% | 10<br>100% | 7<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 3<br>10% | 6<br>15% | 5<br>12% | 12<br>12% | 2<br>18% | -<br>- | 2<br>11% | -<br>- | 3<br>10% | 4<br>14% | 3<br>13% | 5<br>10% | 4<br>11% | 4<br>8% | 4<br>15% | 2<br>18% | 4<br>7% | 7<br>15% | 3<br>18% | 1<br>10% | 2<br>29% |
| NO | 28<br>90% | 34<br>85% | 37<br>88% | 86<br>88% | 9<br>82% | 19<br>100% | 16<br>89% | 12<br>100% | 28<br>90% | 24<br>86% | 20<br>87% | 44<br>90% | 34<br>89% | 45<br>92% | 22<br>85% | 9<br>82% | 56<br>93% | 40<br>85% | 14<br>82% | 9<br>90% | 5<br>71% |

QUESTION 12AP1:
Does your restaurant have sections for smokers and non smokers?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 50<br>57% | 99<br>75% | 160<br>86% | 214<br>72% | 45<br>79% | 82<br>85% | 76<br>78% | 51<br>89% | 96<br>76% | 70<br>70% | 58<br>73% | 122<br>81% | 91<br>73% | 106<br>76% | 73<br>75% | 64<br>79% | 132<br>73% | 115<br>77% | 87<br>77% | 47<br>73% | 40<br>82% |
| NO | 38<br>43% | 33<br>25% | 27<br>14% | 81<br>27% | 12<br>21% | 15<br>15% | 21<br>22% | 6<br>11% | 30<br>24% | 29<br>29% | 21<br>27% | 29<br>19% | 33<br>27% | 34<br>24% | 24<br>25% | 16<br>20% | 48<br>27% | 34<br>23% | 25<br>22% | 17<br>27% | 8<br>16% |

QUESTION 12AP2:
Do you plan to offer sections for smokers and non smokers in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 38<br>100% | 33<br>100% | 27<br>100% | 81<br>100% | 12<br>100% | 15<br>100% | 21<br>100% | 6<br>100% | 30<br>100% | 29<br>100% | 21<br>100% | 29<br>100% | 33<br>100% | 34<br>100% | 24<br>100% | 16<br>100% | 48<br>100% | 34<br>100% | 25<br>100% | 17<br>100% | 8<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 9<br>24% | 5<br>15% | 3<br>11% | 11<br>14% | 7<br>58% | -<br>- | 7<br>33% | -<br>- | 2<br>7% | 7<br>24% | 3<br>14% | 7<br>24% | 2<br>6% | 8<br>24% | 4<br>17% | 5<br>31% | 7<br>15% | 5<br>15% | 7<br>28% | 6<br>35% | 1<br>13% |
| NO | 28<br>74% | 28<br>85% | 23<br>85% | 68<br>84% | 5<br>42% | 15<br>100% | 14<br>67% | 6<br>100% | 27<br>90% | 22<br>76% | 18<br>86% | 21<br>72% | 30<br>91% | 26<br>76% | 19<br>79% | 11<br>69% | 40<br>83% | 29<br>85% | 17<br>68% | 10<br>59% | 7<br>88% |

QUESTION 12AQ1:
Do you offer amenities for singles dining alone at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 26<br>30% | 46<br>35% | 66<br>35% | 105<br>35% | 21<br>37% | 30<br>31% | 35<br>36% | 16<br>28% | 47<br>37% | 37<br>37% | 29<br>37% | 47<br>31% | 40<br>32% | 44<br>31% | 32<br>33% | 41<br>51% | 58<br>32% | 47<br>32% | 52<br>46% | 23<br>36% | 29<br>59% |
| NO | 62<br>70% | 85<br>64% | 119<br>64% | 186<br>63% | 35<br>61% | 67<br>69% | 61<br>63% | 41<br>72% | 79<br>63% | 60<br>60% | 49<br>62% | 102<br>68% | 83<br>67% | 95<br>68% | 63<br>65% | 38<br>47% | 121<br>67% | 100<br>67% | 58<br>51% | 40<br>63% | 18<br>37% |

QUESTION 12AQ2:
Do you plan to offer amenities for singles dining alone in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 62<br>100% | 85<br>100% | 119<br>100% | 186<br>100% | 35<br>100% | 67<br>100% | 61<br>100% | 41<br>100% | 79<br>100% | 60<br>100% | 49<br>100% | 102<br>100% | 83<br>100% | 95<br>100% | 63<br>100% | 38<br>100% | 121<br>100% | 100<br>100% | 58<br>100% | 40<br>100% | 18<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 2<br>3% | 4<br>5% | 5<br>4% | 9<br>5% | 1<br>3% | 1<br>1% | 2<br>3% | -<br>- | 2<br>3% | 6<br>10% | 1<br>2% | 2<br>2% | -<br>- | 2<br>2% | 6<br>10% | 1<br>3% | -<br>- | 6<br>6% | 3<br>5% | 3<br>8% | -<br>- |
| NO | 58<br>94% | 81<br>95% | 112<br>94% | 174<br>94% | 34<br>97% | 65<br>97% | 59<br>97% | 40<br>98% | 75<br>95% | 53<br>88% | 48<br>98% | 99<br>97% | 82<br>99% | 91<br>96% | 56<br>89% | 37<br>97% | 119<br>98% | 92<br>92% | 55<br>95% | 37<br>93% | 18<br>100% |

CfMC043
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
A. Baking done on the premises?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FEMALE | WHITE | NONWHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MARRIED | NOT MARRIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580 | 738 | 842 | 1396 | 175 | 205 | 390 | 325 | 228 | 195 | 237 | 955 | 614 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 1 (Not at all interested) | 238 | 106 | 132 | 210 | 25 | 12 | 27 | 39 | 36 | 40 | 85 | 152 | 85 |
| | 15% | 14% | 16% | 15% | 14% | 6% | 7% | 12% | 16% | 20% | 36% | 16% | 14% |
| 2 | 86 | 45 | 42 | 76 | 11 | 9 | 24 | 15 | 22 | 4 | 13 | 41 | 45 |
| | 5% | 6% | 5% | 5% | 6% | 4% | 6% | 5% | 10% | 2% | 5% | 4% | 7% |
| 3 | 256 | 124 | 132 | 224 | 31 | 28 | 57 | 62 | 38 | 33 | 38 | 171 | 85 |
| | 16% | 17% | 16% | 16% | 18% | 14% | 15% | 19% | 17% | 17% | 16% | 18% | 14% |
| 4 | 295 | 156 | 139 | 268 | 27 | 42 | 87 | 67 | 32 | 35 | 33 | 192 | 101 |
| | 19% | 21% | 17% | 19% | 15% | 20% | 22% | 21% | 14% | 18% | 14% | 20% | 16% |
| 5 (Very interested) | 703 | 307 | 396 | 618 | 82 | 113 | 195 | 143 | 100 | 83 | 69 | 399 | 298 |
| | 45% | 42% | 47% | 44% | 47% | 55% | 50% | 44% | 44% | 43% | 29% | 42% | 49% |
| Mean | 3.72 | 3.70 | 3.74 | 3.72 | 3.73 | 4.15 | 4.03 | 3.80 | 3.60 | 3.60 | 2.95 | 3.68 | 3.78 |
| Standard Deviation | 1.45 | 1.42 | 1.48 | 1.45 | 1.46 | 1.18 | 1.23 | 1.36 | 1.51 | 1.54 | 1.68 | 1.45 | 1.46 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC044
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
A. Baking done on the premises?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| 1 (Not at all interested) | 238<br>15% | 63<br>9% | 122<br>19% | 52<br>24% | 61<br>12% | 76<br>14% | 87<br>21% | 100<br>15% | 33<br>18% | 29<br>17% | 36<br>17% | 20<br>8% | 39<br>15% | 47<br>18% | 25<br>13% | 41<br>18% |
| 2 | 86<br>5% | 50<br>7% | 23<br>4% | 14<br>6% | 27<br>5% | 26<br>5% | 33<br>8% | 32<br>5% | 9<br>5% | 4<br>2% | 12<br>6% | 15<br>6% | 17<br>7% | 11<br>4% | 17<br>8% | 10<br>4% |
| 3 | 256<br>16% | 129<br>18% | 80<br>12% | 42<br>19% | 91<br>17% | 79<br>14% | 69<br>16% | 97<br>15% | 34<br>19% | 34<br>19% | 27<br>13% | 40<br>16% | 41<br>15% | 44<br>17% | 43<br>21% | 29<br>13% |
| 4 | 295<br>19% | 162<br>23% | 106<br>17% | 28<br>13% | 107<br>20% | 114<br>21% | 63<br>15% | 104<br>16% | 33<br>18% | 33<br>19% | 42<br>20% | 50<br>20% | 60<br>23% | 48<br>18% | 26<br>13% | 36<br>16% |
| 5 (Very interested) | 703<br>45% | 310<br>43% | 308<br>48% | 80<br>37% | 242<br>46% | 254<br>46% | 172<br>41% | 319<br>49% | 71<br>40% | 74<br>42% | 92<br>44% | 118<br>49% | 105<br>40% | 112<br>43% | 92<br>45% | 111<br>49% |
| Mean | 3.72 | 3.85 | 3.71 | 3.33 | 3.84 | 3.81 | 3.47 | 3.78 | 3.56 | 3.[illegible]8 | 3.68 | 3.95 | 3.66 | 3.64 | 3.70 | 3.73 |
| Standard Deviation | 1.45 | 1.29 | 1.55 | 1.61 | 1.36 | 1.42 | 1.57 | 1.47 | 1.50 | 1.47 | 1.51 | 1.29 | 1.44 | 1.51 | 1.43 | 1.54 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC045
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
A. Baking done on the premises?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| 1 (Not at all interested) | 238<br>15% | 56<br>15% | 11<br>14% | 45<br>15% | 76<br>19% | 45<br>17% | 31<br>21% | 69<br>14% | 40<br>12% | 29<br>19% | 37<br>12% | 15<br>18% | 22<br>10% |
| 2 | 88<br>5% | 26<br>7% | 4<br>5% | 21<br>7% | 32<br>8% | 18<br>7% | 14<br>10% | 18<br>4% | 12<br>4% | 6<br>4% | 11<br>3% | 2<br>3% | 8<br>4% |
| 3 | 256<br>16% | 68<br>18% | 16<br>19% | 52<br>17% | 86<br>21% | 58<br>22% | 28<br>19% | 65<br>13% | 44<br>13% | 21<br>14% | 37<br>12% | 7<br>9% | 30<br>13% |
| 4 | 295<br>19% | 62<br>16% | 19<br>23% | 43<br>14% | 65<br>16% | 41<br>16% | 24<br>16% | 97<br>20% | 65<br>20% | 32<br>21% | 73<br>24% | 14<br>17% | 59<br>26% |
| 5 (Very interested) | 703<br>45% | 174<br>45% | 32<br>39% | 142<br>47% | 148<br>36% | 100<br>38% | 48<br>33% | 231<br>48% | 167<br>51% | 64<br>42% | 150<br>49% | 44<br>54% | 106<br>47% |
| Mean | 3.72 | 3.71 | 3.68 | 3.71 | 3.43 | 3.51 | 3.30 | 3.84 | 3.94 | 3.63 | 3.93 | 3.85 | 3.97 |
| Standard Deviation | 1.45 | 1.46 | 1.40 | 1.48 | 1.50 | 1.48 | 1.54 | 1.43 | 1.38 | 1.53 | 1.36 | 1.55 | 1.29 |

QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
B. Display cooking, where you can see your meal prepared?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| 1 (Not at all interested) | 346<br>22% | 175<br>24% | 172<br>20% | 324<br>23% | 22<br>12% | 23<br>11% | 63<br>16% | 58<br>18% | 55<br>24% | 52<br>27% | 97<br>41% | 223<br>23% | 120<br>20% |
| 2 | 174<br>11% | 106<br>14% | 69<br>8% | 161<br>12% | 13<br>8% | 25<br>12% | 25<br>6% | 45<br>14% | 35<br>15% | 27<br>14% | 18<br>8% | 103<br>11% | 71<br>12% |
| 3 | 319<br>20% | 136<br>18% | 183<br>22% | 291<br>21% | 27<br>15% | 35<br>17% | 89<br>23% | 81<br>25% | 50<br>22% | 25<br>13% | 40<br>17% | 223<br>23% | 93<br>15% |
| 4 | 235<br>15% | 125<br>17% | 110<br>13% | 215<br>15% | 20<br>11% | 33<br>16% | 65<br>17% | 53<br>16% | 25<br>11% | 30<br>15% | 28<br>12% | 136<br>14% | 98<br>16% |
| 5 (Very interested) | 504<br>32% | 197<br>27% | 308<br>37% | 405<br>29% | 93<br>53% | 90<br>44% | 148<br>38% | 88<br>27% | 63<br>28% | 61<br>31% | 55<br>23% | 268<br>28% | 232<br>38% |
| Mean | 3.24 | 3.09 | 3.37 | 3.16 | 3.85 | 3.70 | 3.54 | 3.21 | 3.03 | 3.10 | 2.69 | 3.13 | 3.41 |
| Standard Deviation | 1.54 | 1.52 | 1.54 | 1.53 | 1.45 | 1.42 | 1.45 | 1.44 | 1.53 | 1.62 | 1.64 | 1.52 | 1.55 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC047
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
B. Display cooking, where you can see your meal prepared?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| 1 (Not at all interested) | 346<br>22% | 126<br>18% | 155<br>24% | 60<br>28% | 121<br>23% | 102<br>19% | 98<br>23% | 104<br>16% | 66<br>37% | 36<br>21% | 45<br>22% | 43<br>17% | 50<br>19% | 54<br>21% | 51<br>25% | 66<br>29% |
| 2 | 174<br>11% | 105<br>15% | 49<br>8% | 21<br>10% | 73<br>14% | 48<br>9% | 49<br>12% | 59<br>9% | 10<br>5% | 15<br>9% | 23<br>11% | 43<br>18% | 30<br>11% | 24<br>9% | 20<br>10% | 19<br>8% |
| 3 | 319<br>20% | 188<br>26% | 107<br>17% | 25<br>12% | 138<br>26% | 112<br>21% | 59<br>14% | 154<br>24% | 27<br>15% | 33<br>19% | 37<br>18% | 39<br>16% | 53<br>20% | 59<br>22% | 50<br>25% | 49<br>22% |
| 4 | 235<br>15% | 110<br>15% | 91<br>14% | 31<br>15% | 76<br>14% | 85<br>16% | 62<br>15% | 77<br>12% | 32<br>18% | 22<br>13% | 34<br>16% | 38<br>16% | 58<br>22% | 34<br>13% | 16<br>8% | 34<br>15% |
| 5 (Very interested) | 504<br>32% | 185<br>26% | 237<br>37% | 78<br>36% | 120<br>23% | 200<br>37% | 155<br>37% | 258<br>40% | 45<br>25% | 67<br>39% | 70<br>33% | 81<br>33% | 70<br>27% | 91<br>35% | 66<br>33% | 59<br>26% |
| Mean | 3.24 | 3.17 | 3.33 | 3.22 | 3.00 | 3.43 | 3.30 | 3.50 | 2.89 | 3.39 | 3.28 | 3.28 | 3.26 | 3.32 | 3.13 | 3.00 |
| Standard Deviation | 1.54 | 1.42 | 1.60 | 1.58 | 1.45 | 1.51 | 1.61 | 1.48 | 1.65 | 1.58 | 1.55 | 1.51 | 1.46 | 1.53 | 1.58 | 1.57 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC048

QN20B: How interested would you be in having table-service restaurants in your area offer the following features:

B. Display cooking, where you can see your meal prepared?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| 1 (Not at all interested) | 346<br>22% | 86<br>22% | 19<br>23% | 68<br>22% | 110<br>27% | 69<br>26% | 42<br>29% | 88<br>18% | 62<br>19% | 25<br>17% | 62<br>20% | 14<br>17% | 48<br>21% |
| 2 | 174<br>11% | 50<br>13% | 8<br>10% | 42<br>14% | 50<br>12% | 40<br>15% | 11<br>7% | 42<br>9% | 31<br>9% | 11<br>7% | 32<br>11% | 11<br>13% | 21<br>10% |
| 3 | 319<br>20% | 80<br>21% | 19<br>23% | 61<br>20% | 92<br>23% | 59<br>23% | 33<br>22% | 87<br>18% | 59<br>18% | 28<br>19% | 61<br>20% | 19<br>23% | 42<br>19% |
| 4 | 235<br>15% | 45<br>12% | 16<br>19% | 29<br>10% | 54<br>13% | 29<br>11% | 25<br>17% | 73<br>15% | 57<br>17% | 16<br>11% | 62<br>20% | 16<br>19% | 46<br>21% |
| 5 (Very interested) | 504<br>32% | 125<br>32% | 21<br>25% | 104<br>34% | 100<br>25% | 65<br>25% | 35<br>24% | 190<br>40% | 118<br>36% | 72<br>47% | 90<br>29% | 22<br>27% | 68<br>30% |
| Mean | 3.24 | 3.19 | 3.15 | 3.19 | 2.96 | 2.93 | 3.01 | 3.49 | 3.42 | 3.64 | 3.28 | 3.25 | 3.29 |
| Standard Deviation | 1.54 | 1.55 | 1.50 | 1.57 | 1.53 | 1.52 | 1.55 | 1.52 | 1.52 | 1.53 | 1.49 | 1.45 | 1.51 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC049
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
C. Live entertainment or music?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| 1 (Not at all interested) | 355<br>22% | 186<br>25% | 169<br>20% | 316<br>23% | 35<br>20% | 12<br>6% | 51<br>13% | 67<br>20% | 62<br>27% | 50<br>26% | 114<br>48% | 244<br>26% | 110<br>18% |
| 2 | 156<br>10% | 80<br>11% | 76<br>9% | 144<br>10% | 12<br>7% | 12<br>6% | 45<br>11% | 33<br>10% | 25<br>11% | 20<br>10% | 22<br>9% | 89<br>9% | 66<br>11% |
| 3 | 346<br>22% | 156<br>21% | 190<br>23% | 317<br>23% | 29<br>17% | 35<br>17% | 79<br>20% | 98<br>30% | 56<br>24% | 48<br>25% | 32<br>13% | 225<br>24% | 121<br>20% |
| 4 | 225<br>14% | 107<br>14% | 119<br>14% | 199<br>14% | 26<br>15% | 37<br>18% | 70<br>18% | 53<br>16% | 28<br>12% | 20<br>10% | 17<br>7% | 143<br>15% | 80<br>13% |
| 5 (Very interested) | 497<br>31% | 209<br>28% | 288<br>34% | 420<br>30% | 73<br>42% | 110<br>54% | 145<br>37% | 75<br>23% | 57<br>25% | 57<br>29% | 52<br>22% | 254<br>27% | 237<br>39% |
| Mean | 3.22 | 3.10 | 3.33 | 3.19 | 3.52 | 4.08 | 3.55 | 3.12 | 2.97 | 3.07 | 2.46 | 3.08 | 3.44 |
| Standard Deviation | 1.53 | 1.55 | 1.52 | 1.52 | 1.56 | 1.21 | 1.42 | 1.42 | 1.53 | 1.56 | 1.65 | 1.53 | 1.52 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC050
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
C. Live entertainment or music?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| 1 (Not at all interested) | 355<br>22% | 128<br>18% | 161<br>25% | 64<br>30% | 114<br>22% | 112<br>21% | 112<br>26% | 115<br>18% | 53<br>30% | 39<br>23% | 41<br>19% | 50<br>20% | 61<br>23% | 65<br>25% | 45<br>22% | 54<br>24% |
| 2 | 156<br>10% | 74<br>10% | 60<br>9% | 16<br>8% | 58<br>11% | 45<br>8% | 47<br>11% | 62<br>10% | 13<br>7% | 25<br>14% | 27<br>13% | 20<br>8% | 31<br>12% | 27<br>10% | 10<br>5% | 17<br>7% |
| 3 | 346<br>22% | 168<br>24% | 132<br>21% | 45<br>21% | 129<br>25% | 125<br>23% | 73<br>17% | 155<br>24% | 35<br>19% | 29<br>17% | 46<br>22% | 48<br>20% | 48<br>18% | 58<br>22% | 54<br>27% | 64<br>28% |
| 4 | 225<br>14% | 144<br>20% | 65<br>10% | 15<br>7% | 87<br>16% | 79<br>14% | 48<br>11% | 99<br>15% | 17<br>9% | 26<br>15% | 35<br>17% | 35<br>14% | 43<br>16% | 27<br>10% | 27<br>13% | 33<br>14% |
| 5 (Very interested) | 497<br>31% | 199<br>28% | 220<br>34% | 74<br>35% | 140<br>27% | 187<br>34% | 143<br>34% | 219<br>34% | 62<br>35% | 55<br>31% | 62<br>29% | 91<br>38% | 79<br>30% | 86<br>33% | 66<br>33% | 59<br>26% |
| Mean | 3.22 | 3.30 | 3.19 | 3.08 | 3.15 | 3.33 | 3.15 | 3.38 | 3.12 | 3.19 | 3.24 | 3.40 | 3.18 | 3.16 | 3.28 | 3.11 |
| Standard Deviation | 1.53 | 1.43 | 1.60 | 1.66 | 1.48 | 1.52 | 1.62 | 1.47 | 1.66 | 1.57 | 1.49 | 1.55 | 1.55 | 1.58 | 1.53 | 1.49 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC051
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
C. Live entertainment or music?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| 1 (Not at all interested) | 355<br>22% | 87<br>22% | 19<br>23% | 67<br>22% | 89<br>22% | 57<br>22% | 32<br>22% | 119<br>25% | 79<br>24% | 40<br>26% | 61<br>20% | 16<br>20% | 45<br>20% |
| 2 | 156<br>10% | 31<br>8% | 7<br>9% | 23<br>8% | 54<br>13% | 42<br>16% | 13<br>9% | 34<br>7% | 24<br>7% | 10<br>7% | 37<br>12% | 8<br>9% | 29<br>13% |
| 3 | 346<br>22% | 84<br>22% | 24<br>29% | 61<br>20% | 77<br>19% | 40<br>15% | 37<br>25% | 104<br>22% | 69<br>21% | 36<br>23% | 81<br>26% | 18<br>22% | 62<br>28% |
| 4 | 225<br>14% | 54<br>14% | 9<br>11% | 46<br>15% | 65<br>16% | 44<br>17% | 21<br>14% | 60<br>13% | 44<br>13% | 16<br>11% | 46<br>15% | 10<br>12% | 36<br>16% |
| 5 (Very interested) | 497<br>31% | 130<br>34% | 23<br>28% | 107<br>35% | 122<br>30% | 78<br>30% | 43<br>30% | 162<br>34% | 112<br>34% | 50<br>33% | 83<br>27% | 31<br>37% | 53<br>23% |
| Mean | 3.22 | 3.28 | 3.10 | 3.33 | 3.19 | 3.17 | 3.22 | 3.24 | 3.26 | 3.17 | 3.18 | 3.37 | 3.10 |
| Standard Deviation | 1.53 | 1.55 | 1.51 | 1.56 | 1.53 | 1.55 | 1.51 | 1.58 | 1.58 | 1.60 | 1.46 | 1.55 | 1.42 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC052
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
D. Having desserts on display?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| 1 (Not at all interested) | 301<br>19% | 129<br>18% | 171<br>20% | 275<br>20% | 24<br>13% | 12<br>6% | 61<br>16% | 56<br>17% | 48<br>21% | 45<br>23% | 77<br>33% | 208<br>22% | 91<br>15% |
| 2 | 180<br>11% | 96<br>13% | 83<br>10% | 160<br>11% | 19<br>11% | 23<br>11% | 33<br>9% | 56<br>17% | 32<br>14% | 17<br>9% | 18<br>8% | 101<br>11% | 79<br>13% |
| 3 | 321<br>20% | 155<br>21% | 166<br>20% | 305<br>22% | 15<br>9% | 33<br>16% | 91<br>23% | 70<br>22% | 47<br>21% | 25<br>13% | 55<br>23% | 211<br>22% | 109<br>18% |
| 4 | 277<br>18% | 144<br>19% | 133<br>16% | 242<br>17% | 35<br>20% | 51<br>25% | 80<br>20% | 54<br>17% | 27<br>12% | 29<br>15% | 37<br>15% | 159<br>17% | 118<br>19% |
| 5 (Very interested) | 502<br>32% | 214<br>29% | 288<br>34% | 414<br>30% | 82<br>47% | 86<br>42% | 125<br>32% | 88<br>27% | 74<br>32% | 79<br>40% | 50<br>21% | 276<br>29% | 217<br>35% |
| Mean | 3.32 | 3.29 | 3.34 | 3.26 | 3.75 | 3.85 | 3.44 | 3.19 | 3.20 | 3.40 | 2.85 | 3.20 | 3.48 |
| Standard Deviation | 1.49 | 1.45 | 1.53 | 1.48 | 1.48 | 1.25 | 1.42 | 1.45 | 1.54 | 1.63 | 1.54 | 1.51 | 1.45 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC053
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
D. Having desserts on display?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| 1 (Not at all interested) | 301<br>19% | 123<br>17% | 125<br>20% | 51<br>24% | 111<br>21% | 92<br>17% | 86<br>20% | 129<br>20% | 42<br>23% | 24<br>14% | 45<br>22% | 41<br>17% | 65<br>25% | 42<br>16% | 45<br>22% | 37<br>16% |
| 2 | 180<br>11% | 113<br>16% | 59<br>9% | 8<br>4% | 72<br>14% | 52<br>9% | 45<br>11% | 71<br>11% | 13<br>7% | 19<br>11% | 26<br>12% | 38<br>16% | 29<br>11% | 31<br>12% | 15<br>8% | 22<br>10% |
| 3 | 321<br>20% | 158<br>22% | 110<br>17% | 48<br>22% | 110<br>21% | 118<br>22% | 70<br>17% | 125<br>19% | 40<br>22% | 36<br>20% | 32<br>15% | 53<br>22% | 44<br>17% | 60<br>23% | 41<br>20% | 57<br>25% |
| 4 | 277<br>18% | 140<br>20% | 105<br>16% | 32<br>15% | 93<br>18% | 109<br>20% | 68<br>16% | 95<br>15% | 38<br>21% | 49<br>28% | 47<br>22% | 38<br>16% | 47<br>18% | 37<br>14% | 26<br>13% | 32<br>14% |
| 5 (Very interested) | 502<br>32% | 179<br>25% | 240<br>38% | 76<br>36% | 141<br>27% | 177<br>32% | 154<br>36% | 232<br>36% | 47<br>26% | 46<br>26% | 60<br>29% | 73<br>30% | 77<br>29% | 92<br>35% | 75<br>37% | 79<br>35% |
| Mean | 3.32 | 3.20 | 3.43 | 3.35 | 3.15 | 3.41 | 3.37 | 3.35 | 3.20 | 3.42 | 3.24 | 3.26 | 3.16 | 3.41 | 3.35 | 3.41 |
| Standard Deviation | 1.49 | 1.42 | 1.54 | 1.58 | 1.49 | 1.45 | 1.55 | 1.53 | 1.50 | 1.36 | 1.52 | 1.46 | 1.57 | 1.47 | 1.58 | 1.46 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC054
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
D. Having desserts on display?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| 1 (Not at all interested) | 301<br>19% | 86<br>22% | 23<br>28% | 63<br>21% | 63<br>16% | 42<br>16% | 21<br>15% | 87<br>18% | 44<br>13% | 44<br>29% | 64<br>21% | 19<br>23% | 45<br>20% |
| 2 | 180<br>11% | 33<br>9% | 12<br>15% | 21<br>7% | 50<br>12% | 31<br>12% | 19<br>13% | 41<br>9% | 35<br>11% | 6<br>4% | 55<br>18% | 11<br>13% | 44<br>20% |
| 3 | 321<br>20% | 65<br>17% | 12<br>14% | 54<br>18% | 107<br>26% | 61<br>23% | 46<br>32% | 77<br>16% | 51<br>16% | 25<br>17% | 72<br>23% | 15<br>19% | 56<br>25% |
| 4 | 277<br>18% | 59<br>15% | 11<br>14% | 48<br>16% | 79<br>19% | 58<br>22% | 21<br>14% | 97<br>20% | 74<br>23% | 23<br>15% | 42<br>14% | 8<br>10% | 33<br>15% |
| 5 (Very interested) | 502<br>32% | 142<br>37% | 24<br>29% | 118<br>39% | 107<br>26% | 69<br>26% | 38<br>26% | 177<br>37% | 123<br>38% | 54<br>35% | 75<br>24% | 29<br>35% | 47<br>21% |
| Mean | 3.32 | 3.36 | 3.00 | 3.45 | 3.29 | 3.31 | 3.25 | 3.49 | 3.61 | 3.25 | 3.03 | 3.20 | 2.97 |
| Standard Deviation | 1.49 | 1.58 | 1.62 | 1.56 | 1.39 | 1.40 | 1.37 | 1.50 | 1.42 | 1.65 | 1.46 | 1.60 | 1.41 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC055
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
E. A self-service salad or food bar?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| 1 (Not at all interested) | 174<br>11% | 87<br>12% | 87<br>10% | 153<br>11% | 18<br>10% | 10<br>5% | 25<br>6% | 30<br>9% | 16<br>7% | 34<br>18% | 57<br>24% | 118<br>12% | 54<br>9% |
| 2 | 102<br>6% | 50<br>7% | 52<br>6% | 88<br>6% | 14<br>8% | 17<br>9% | 15<br>4% | 16<br>5% | 13<br>6% | 13<br>7% | 28<br>12% | 59<br>6% | 42<br>7% |
| 3 | 215<br>14% | 114<br>15% | 100<br>12% | 204<br>15% | 9<br>5% | 26<br>13% | 56<br>14% | 47<br>14% | 30<br>13% | 22<br>11% | 35<br>15% | 128<br>13% | 86<br>14% |
| 4 | 331<br>21% | 182<br>25% | 150<br>18% | 295<br>21% | 35<br>20% | 44<br>21% | 93<br>24% | 74<br>23% | 56<br>25% | 38<br>19% | 28<br>12% | 203<br>21% | 128<br>21% |
| 5 (Very interested) | 758<br>48% | 306<br>41% | 452<br>54% | 656<br>47% | 99<br>57% | 108<br>53% | 201<br>52% | 159<br>49% | 113<br>50% | 88<br>45% | 89<br>38% | 446<br>47% | 304<br>49% |
| Mean | 3.89 | 3.77 | 3.98 | 3.87 | 4.05 | 4.08 | 4.10 | 3.97 | 4.04 | 3.68 | 3.27 | 3.84 | 3.95 |
| Standard Deviation | 1.36 | 1.36 | 1.36 | 1.36 | 1.37 | 1.20 | 1.18 | 1.29 | 1.23 | 1.53 | 1.63 | 1.39 | 1.31 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC056
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
E. A self-service salad or food bar?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| 1 (Not at all interested) | 174<br>11% | 69<br>10% | 66<br>10% | 37<br>17% | 60<br>11% | 43<br>8% | 63<br>15% | 61<br>9% | 25<br>14% | 20<br>12% | 27<br>13% | 24<br>10% | 34<br>13% | 23<br>9% | 27<br>13% | 18<br>8% |
| 2 | 102<br>6% | 56<br>8% | 33<br>5% | 11<br>5% | 44<br>8% | 23<br>4% | 29<br>7% | 32<br>5% | 19<br>10% | 17<br>10% | 21<br>10% | 14<br>6% | 15<br>6% | 11<br>4% | 12<br>6% | 12<br>5% |
| 3 | 215<br>14% | 121<br>17% | 83<br>13% | 11<br>5% | 89<br>17% | 70<br>13% | 46<br>11% | 74<br>11% | 27<br>15% | 28<br>16% | 30<br>14% | 26<br>11% | 39<br>15% | 34<br>13% | 26<br>13% | 31<br>14% |
| 4 | 331<br>21% | 187<br>26% | 108<br>17% | 31<br>14% | 130<br>25% | 127<br>23% | 56<br>13% | 129<br>20% | 19<br>11% | 30<br>17% | 44<br>21% | 53<br>22% | 61<br>23% | 60<br>23% | 36<br>18% | 48<br>21% |
| 5 (Very interested) | 758<br>48% | 280<br>39% | 348<br>54% | 125<br>58% | 206<br>39% | 285<br>52% | 229<br>54% | 355<br>55% | 91<br>50% | 78<br>45% | 87<br>42% | 126<br>52% | 111<br>43% | 135<br>51% | 102<br>50% | 119<br>52% |
| Mean | 3.89 | 3.78 | 4.00 | 3.90 | 3.72 | 4.07 | 3.84 | 4.05 | 3.73 | 3.74 | 3.69 | 4.00 | 3.76 | 4.03 | 3.86 | 4.05 |
| Standard Deviation | 1.36 | 1.30 | 1.35 | 1.56 | 1.35 | 1.23 | 1.50 | 1.30 | 1.5[illegible] | 1.42 | 1.43 | 1.33 | 1.40 | 1.27 | 1.44 | 1.26 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC057
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
E. A self-service salad or food bar?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| 1 (Not at all interested) | 174<br>11% | 61<br>16% | 9<br>11% | 52<br>17% | 42<br>10% | 28<br>11% | 14<br>10% | 42<br>9% | 22<br>7% | 19<br>13% | 29<br>9% | 9<br>11% | 20<br>9% |
| 2 | 102<br>6% | 25<br>6% | 13<br>16% | 12<br>4% | 22<br>6% | 16<br>6% | 6<br>4% | 34<br>7% | 22<br>7% | 12<br>8% | 21<br>7% | 11<br>13% | 10<br>5% |
| 3 | 215<br>14% | 67<br>17% | 15<br>19% | 51<br>17% | 57<br>14% | 34<br>13% | 23<br>16% | 39<br>8% | 27<br>8% | 13<br>8% | 52<br>17% | 12<br>14% | 40<br>18% |
| 4 | 331<br>21% | 71<br>18% | 13<br>16% | 58<br>19% | 102<br>25% | 71<br>27% | 31<br>22% | 80<br>17% | 59<br>18% | 21<br>14% | 78<br>25% | 15<br>19% | 63<br>28% |
| 5 (Very interested) | 758<br>48% | 163<br>42% | 31<br>38% | 131<br>43% | 183<br>45% | 112<br>43% | 71<br>49% | 285<br>59% | 198<br>60% | 87<br>57% | 128<br>42% | 36<br>43% | 92<br>41% |
| Mean | 3.89 | 3.65 | 3.54 | 3.68 | 3.89 | 3.85 | 3.96 | 4.11 | 4.18 | 3.96 | 3.83 | 3.71 | 3.87 |
| Standard Deviation | 1.36 | 1.47 | 1.43 | 1.48 | 1.32 | 1.33 | 1.30 | 1.32 | 1.24 | 1.46 | 1.30 | 1.43 | 1.25 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC058
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
F. Seasonal menu features?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| 1 (Not at all interested) | 214<br>14% | 84<br>11% | 130<br>15% | 194<br>14% | 16<br>9% | 7<br>3% | 29<br>7% | 30<br>9% | 27<br>12% | 27<br>14% | 94<br>40% | 141<br>15% | 71<br>12% |
| 2 | 109<br>7% | 56<br>8% | 53<br>6% | 95<br>7% | 13<br>7% | 19<br>9% | 18<br>5% | 21<br>6% | 18<br>8% | 6<br>3% | 28<br>12% | 48<br>5% | 58<br>10% |
| 3 | 329<br>21% | 171<br>23% | 158<br>19% | 304<br>22% | 24<br>13% | 47<br>23% | 82<br>21% | 73<br>22% | 51<br>23% | 33<br>17% | 43<br>18% | 212<br>22% | 116<br>19% |
| 4 | 351<br>22% | 196<br>27% | 155<br>18% | 309<br>22% | 42<br>24% | 62<br>30% | 85<br>22% | 69<br>21% | 47<br>21% | 48<br>24% | 40<br>17% | 199<br>21% | 152<br>25% |
| 5 (Very interested) | 574<br>36% | 230<br>31% | 344<br>41% | 491<br>35% | 81<br>46% | 71<br>35% | 175<br>45% | 132<br>41% | 84<br>37% | 81<br>42% | 31<br>13% | 355<br>37% | 215<br>35% |
| Don't Know | 2<br>0% | - | 2<br>0% | 2<br>0% | - | - | - | - | - | - | 2<br>1% | - | 2<br>0% |
| Mean | 3.61 | 3.59 | 3.63 | 3.58 | 3.90 | 3.83 | 3.92 | 3.78 | 3.63 | 3.77 | 2.52 | 3.60 | 3.62 |
| Standard Deviation | 1.39 | 1.31 | 1.45 | 1.39 | 1.31 | 1.11 | 1.23 | 1.30 | 1.36 | 1.39 | 1.48 | 1.41 | 1.35 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC059
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
F. Seasonal menu features?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| 1 (Not at all interested) | 214<br>14% | 40<br>6% | 105<br>17% | 67<br>31% | 36<br>7% | 54<br>10% | 109<br>26% | 82<br>13% | 48<br>27% | 23<br>13% | 29<br>14% | 28<br>11% | 46<br>18% | 34<br>13% | 28<br>14% | 25<br>11% |
| 2 | 109<br>7% | 55<br>8% | 50<br>8% | 5<br>2% | 29<br>6% | 31<br>6% | 41<br>10% | 26<br>4% | 25<br>14% | 18<br>11% | 21<br>10% | 10<br>4% | 10<br>4% | 20<br>8% | 18<br>9% | 12<br>5% |
| 3 | 329<br>21% | 139<br>20% | 144<br>23% | 39<br>18% | 115<br>22% | 120<br>22% | 77<br>18% | 130<br>20% | 28<br>15% | 34<br>20% | 46<br>22% | 41<br>17% | 58<br>22% | 64<br>24% | 31<br>16% | 55<br>24% |
| 4 | 351<br>22% | 215<br>30% | 99<br>16% | 35<br>16% | 132<br>25% | 124<br>23% | 80<br>19% | 131<br>20% | 23<br>13% | 36<br>21% | 62<br>30% | 58<br>24% | 54<br>21% | 52<br>20% | 48<br>24% | 40<br>17% |
| 5 (Very interested) | 574<br>36% | 262<br>37% | 240<br>38% | 69<br>32% | 217<br>41% | 216<br>39% | 117<br>28% | 283<br>44% | 54<br>30% | 62<br>36% | 51<br>25% | 106<br>44% | 92<br>35% | 90<br>34% | 77<br>38% | 96<br>42% |
| Don't Know | 2<br>0% | 2<br>0% | - | - | - | 2<br>0% | - | - | 2<br>1% | - | - | - | - | 2<br>1% | - | - |
| Mean | 3.61 | 3.85 | 3.50 | 3.16 | 3.88 | 3.76 | 3.13 | 3.78 | 3.06 | 3.55 | 3.41 | 3.84 | 3.52 | 3.55 | 3.63 | 3.74 |
| Standard Deviation | 1.39 | 1.17 | 1.47 | 1.66 | 1.20 | 1.30 | 1.55 | 1.37 | 1.61 | 1.42 | 1.34 | 1.34 | 1.45 | 1.38 | 1.42 | 1.35 |

CfMC060
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
F. Seasonal menu features?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| 1 (Not at all interested) | 214<br>14% | 61<br>16% | 10<br>13% | 51<br>17% | 51<br>12% | 28<br>11% | 23<br>16% | 65<br>13% | 37<br>11% | 28<br>18% | 37<br>12% | 14<br>17% | 23<br>10% |
| 2 | 109<br>7% | 24<br>6% | 4<br>5% | 20<br>6% | 25<br>6% | 17<br>6% | 8<br>5% | 37<br>8% | 22<br>7% | 14<br>9% | 25<br>8% | 10<br>12% | 15<br>6% |
| 3 | 329<br>21% | 66<br>17% | 13<br>16% | 53<br>17% | 108<br>26% | 72<br>28% | 36<br>25% | 88<br>18% | 63<br>19% | 24<br>16% | 68<br>22% | 13<br>16% | 55<br>24% |
| 4 | 351<br>22% | 91<br>24% | 20<br>24% | 71<br>23% | 94<br>23% | 59<br>23% | 35<br>24% | 97<br>20% | 75<br>23% | 22<br>15% | 70<br>23% | 21<br>26% | 49<br>22% |
| 5 (Very interested) | 574<br>36% | 144<br>37% | 35<br>43% | 109<br>36% | 130<br>32% | 85<br>33% | 45<br>31% | 194<br>40% | 130<br>40% | 64<br>42% | 106<br>34% | 24<br>29% | 81<br>36% |
| Don't Know | 2<br>0% | - | - | - | - | - | - | - | - | - | 2<br>1% | - | 2<br>1% |
| Mean | 3.61 | 3.61 | 3.79 | 3.56 | 3.56 | 3.60 | 3.49 | 3.67 | 3.73 | 3.53 | 3.60 | 3.38 | 3.67 |
| Standard Deviation | 1.39 | 1.44 | 1.38 | 1.45 | 1.33 | 1.30 | 1.39 | 1.41 | 1.35 | 1.55 | 1.36 | 1.46 | 1.31 |

CfMC061
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
G. Separate sections for smokers and non-smokers?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| 1 (Not at all interested) | 137<br>9% | 80<br>11% | 58<br>7% | 115<br>8% | 18<br>10% | 12<br>6% | 21<br>5% | 39<br>12% | 20<br>9% | 14<br>7% | 32<br>13% | 90<br>9% | 45<br>7% |
| 2 | 31<br>2% | 19<br>3% | 12<br>1% | 20<br>1% | 11<br>6% | 7<br>3% | 8<br>2% | 8<br>2% | 4<br>2% | 4<br>2% | 2<br>1% | 13<br>1% | 18<br>3% |
| 3 | 85<br>5% | 48<br>7% | 37<br>4% | 80<br>6% | 5<br>3% | 9<br>4% | 17<br>4% | 25<br>8% | 7<br>3% | 20<br>10% | 7<br>3% | 46<br>5% | 39<br>6% |
| 4 | 89<br>6% | 56<br>8% | 33<br>4% | 88<br>6% | 1<br>1% | 6<br>3% | 20<br>5% | 11<br>3% | 11<br>5% | 13<br>7% | 27<br>11% | 59<br>6% | 30<br>5% |
| 5 (Very interested) | 1233<br>78% | 532<br>72% | 701<br>83% | 1089<br>78% | 139<br>80% | 172<br>84% | 321<br>82% | 242<br>74% | 184<br>81% | 144<br>74% | 169<br>71% | 744<br>78% | 480<br>78% |
| Don't Know | 4<br>0% | 3<br>0% | 1<br>0% | 3<br>0% | 1<br>1% | - | 2<br>1% | 1<br>0% | 1<br>0% | - | - | 3<br>0% | 1<br>0% |
| Mean | 4.43 | 4.28 | 4.55 | 4.45 | 4.34 | 4.56 | 4.58 | 4.26 | 4.48 | 4.39 | 4.27 | 4.42 | 4.44 |
| Standard Deviation | 1.23 | 1.34 | 1.12 | 1.20 | 1.38 | 1.11 | 1.05 | 1.39 | 1.23 | 1.19 | 1.39 | 1.25 | 1.20 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC062
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
G. Separate sections for smokers and non-smokers?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| 1 (Not at all interested) | 137<br>9% | 46<br>6% | 70<br>11% | 19<br>9% | 48<br>9% | 39<br>7% | 43<br>10% | 46<br>7% | 10<br>6% | 10<br>6% | 23<br>11% | 20<br>8% | 22<br>9% | 28<br>11% | 9<br>4% | 26<br>11% |
| 2 | 31<br>2% | 12<br>2% | 20<br>3% | - | 6<br>1% | 11<br>2% | 15<br>3% | 8<br>1% | 4<br>2% | 2<br>1% | 18<br>9% | 2<br>1% | 3<br>1% | - | 2<br>1% | 4<br>2% |
| 3 | 85<br>5% | 45<br>6% | 32<br>5% | 8<br>4% | 27<br>5% | 34<br>6% | 22<br>5% | 24<br>4% | 13<br>7% | 9<br>5% | 17<br>8% | 17<br>7% | 13<br>5% | 9<br>3% | 12<br>6% | 9<br>4% |
| 4 | 89<br>6% | 37<br>5% | 32<br>5% | 20<br>9% | 27<br>5% | 26<br>5% | 34<br>8% | 20<br>3% | 13<br>7% | 18<br>10% | 8<br>4% | 13<br>5% | 20<br>8% | 10<br>4% | 11<br>5% | 9<br>4% |
| 5 (Very interested) | 1233<br>78% | 570<br>80% | 484<br>76% | 168<br>78% | 417<br>79% | 436<br>80% | 310<br>73% | 552<br>85% | 140<br>78% | 135<br>78% | 143<br>68% | 189<br>78% | 204<br>78% | 215<br>82% | 170<br>84% | 178<br>78% |
| Don't Know | 4<br>0% | 3<br>0% | 1<br>0% | - | 2<br>0% | 1<br>0% | - | 1<br>0% | - | - | - | 2<br>1% | - | 1<br>0% | - | 1<br>1% |
| Mean | 4.43 | 4.51 | 4.32 | 4.48 | 4.44 | 4.48 | 4.30 | 4.57 | 4.49 | 4.54 | 4.10 | 4.45 | 4.45 | 4.47 | 4.63 | 4.37 |
| Standard Deviation | 1.23 | 1.12 | 1.35 | 1.19 | 1.23 | 1.17 | 1.33 | 1.12 | 1.11 | 1.06 | 1.45 | 1.20 | 1.20 | 1.27 | .96 | 1.35 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC063

QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
G. Separate sections for smokers and non-smokers?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| 1 (Not at all interested) | 137<br>9% | 29<br>7% | 6<br>8% | 22<br>7% | 42<br>10% | 20<br>8% | 23<br>16% | 43<br>9% | 19<br>6% | 24<br>16% | 23<br>8% | 7<br>8% | 17<br>7% |
| 2 | 31<br>2% | 9<br>2% | 4<br>5% | 5<br>2% | 4<br>1% | 4<br>2% | - | 15<br>3% | 7<br>2% | 8<br>5% | 2<br>1% | 1<br>1% | 1<br>1% |
| 3 | 85<br>5% | 31<br>8% | 4<br>5% | 27<br>9% | 24<br>6% | 18<br>7% | 6<br>4% | 17<br>4% | 11<br>3% | 7<br>4% | 13<br>4% | 2<br>2% | 11<br>5% |
| 4 | 89<br>6% | 18<br>5% | 5<br>6% | 13<br>4% | 31<br>8% | 26<br>10% | 5<br>3% | 23<br>5% | 16<br>5% | 7<br>5% | 16<br>5% | - | 16<br>7% |
| 5 (Very interested) | 1233<br>78% | 296<br>77% | 62<br>75% | 234<br>77% | 305<br>75% | 194<br>74% | 111<br>77% | 380<br>79% | 275<br>84% | 105<br>69% | 252<br>82% | 72<br>88% | 179<br>80% |
| Don't Know | 4<br>0% | 2<br>1% | 1<br>1% | 1<br>0% | - | - | - | 1<br>0% | - | 1<br>1% | 1<br>0% | - | 1<br>0% |
| Mean | 4.43 | 4.42 | 4.38 | 4.43 | 4.36 | 4.41 | 4.26 | 4.43 | 4.59 | 4.06 | 4.54 | 4.58 | 4.52 |
| Standard Deviation | 1.23 | 1.21 | 1.27 | 1.19 | 1.29 | 1.18 | 1.48 | 1.26 | 1.06 | 1.56 | 1.14 | 1.18 | 1.13 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC064
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
H. A children's menu?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| 1 (Not at all interested) | 313<br>20% | 152<br>21% | 161<br>19% | 288<br>21% | 23<br>13% | 27<br>13% | 35<br>9% | 54<br>17% | 44<br>19% | 52<br>27% | 100<br>42% | 178<br>19% | 134<br>22% |
| 2 | 69<br>4% | 51<br>7% | 18<br>2% | 60<br>4% | 9<br>5% | 11<br>5% | 17<br>4% | 9<br>3% | 9<br>4% | 11<br>6% | 12<br>5% | 28<br>3% | 42<br>7% |
| 3 | 145<br>9% | 65<br>9% | 80<br>9% | 127<br>9% | 17<br>10% | 12<br>6% | 38<br>10% | 27<br>8% | 22<br>10% | 21<br>11% | 24<br>10% | 78<br>8% | 67<br>11% |
| 4 | 169<br>11% | 99<br>13% | 69<br>8% | 150<br>11% | 19<br>11% | 22<br>11% | 45<br>11% | 33<br>10% | 37<br>16% | 18<br>9% | 15<br>6% | 104<br>11% | 65<br>11% |
| 5 (Very interested) | 878<br>56% | 368<br>50% | 510<br>61% | 765<br>55% | 107<br>61% | 133<br>65% | 254<br>65% | 202<br>62% | 114<br>50% | 89<br>46% | 86<br>36% | 562<br>59% | 306<br>50% |
| Don't Know | 6<br>0% | 2<br>0% | 4<br>0% | 6<br>0% | - | - | 2<br>0% | - | 2<br>1% | 2<br>1% | - | 6<br>1% | - |
| Mean | 3.78 | 3.65 | 3.90 | 3.75 | 4.02 | 4.08 | 4.20 | 3.98 | 3.75 | 3.42 | 2.89 | 3.89 | 3.60 |
| Standard Deviation | 1.60 | 1.62 | 1.58 | 1.62 | 1.46 | 1.46 | 1.30 | 1.53 | 1.57 | 1.72 | 1.81 | 1.57 | 1.64 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CIMC065
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
H. A children's menu?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| 1 (Not at all interested) | 313<br>20% | 122<br>17% | 135<br>21% | 50<br>23% | 92<br>17% | 97<br>18% | 106<br>25% | 109<br>17% | 52<br>29% | 36<br>21% | 42<br>20% | 33<br>14% | 54<br>20% | 52<br>20% | 38<br>19% | 57<br>25% |
| 2 | 69<br>4% | 39<br>5% | 19<br>3% | 12<br>5% | 23<br>4% | 15<br>3% | 28<br>7% | 18<br>3% | - | 6<br>3% | 13<br>6% | 8<br>3% | 10<br>4% | 17<br>6% | 7<br>4% | 8<br>4% |
| 3 | 145<br>9% | 69<br>10% | 59<br>9% | 16<br>7% | 43<br>8% | 57<br>10% | 45<br>11% | 52<br>8% | 27<br>15% | 14<br>8% | 24<br>11% | 18<br>8% | 24<br>9% | 27<br>10% | 23<br>11% | 15<br>7% |
| 4 | 169<br>11% | 95<br>13% | 60<br>9% | 14<br>6% | 63<br>12% | 66<br>12% | 33<br>8% | 56<br>9% | 14<br>8% | 24<br>14% | 28<br>13% | 26<br>11% | 20<br>8% | 30<br>11% | 20<br>10% | 22<br>9% |
| 5 (Very interested) | 878<br>56% | 384<br>54% | 363<br>57% | 124<br>58% | 303<br>57% | 313<br>57% | 211<br>50% | 414<br>64% | 86<br>48% | 94<br>54% | 102<br>49% | 156<br>64% | 153<br>58% | 136<br>52% | 113<br>56% | 125<br>55% |
| Don't Know | 6<br>0% | 4<br>1% | 2<br>0% | - | 4<br>1% | 1<br>0% | 1<br>0% | 3<br>0% | 1<br>1% | - | - | 1<br>0% | 2<br>1% | 1<br>0% | 2<br>1% | - |
| Mean | 3.78 | 3.82 | 3.78 | 3.70 | 3.88 | 3.88 | 3.51 | 4.00 | 3.45 | 3.77 | 3.64 | 4.09 | 3.80 | 3.69 | 3.81 | 3.65 |
| Standard Deviation | 1.60 | 1.54 | 1.63 | 1.71 | 1.55 | 1.54 | 1.70 | 1.53 | 1.73 | 1.61 | 1.61 | 1.45 | 1.63 | 1.61 | 1.59 | 1.71 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC066
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
H. A children's menu?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| 1 (Not at all interested) | 313<br>20% | 92<br>24% | 13<br>16% | 79<br>26% | 88<br>22% | 51<br>20% | 37<br>25% | 81<br>17% | 53<br>16% | 29<br>19% | 51<br>17% | 6<br>7% | 46<br>20% |
| 2 | 69<br>4% | 27<br>7% | 2<br>3% | 25<br>8% | 12<br>3% | 9<br>3% | 3<br>2% | 21<br>4% | 18<br>5% | 3<br>2% | 10<br>3% | 2<br>3% | 8<br>3% |
| 3 | 145<br>9% | 31<br>8% | 3<br>4% | 28<br>9% | 32<br>8% | 20<br>8% | 11<br>8% | 43<br>9% | 32<br>10% | 11<br>7% | 39<br>13% | 9<br>11% | 30<br>14% |
| 4 | 169<br>11% | 42<br>11% | 14<br>17% | 28<br>9% | 52<br>13% | 42<br>16% | 9<br>6% | 44<br>9% | 31<br>9% | 14<br>9% | 30<br>10% | 7<br>9% | 23<br>10% |
| 5 (Very interested) | 878<br>56% | 192<br>50% | 49<br>60% | 143<br>47% | 223<br>55% | 139<br>53% | 85<br>58% | 290<br>60% | 195<br>59% | 95<br>62% | 174<br>57% | 58<br>71% | 116<br>51% |
| Don't Know | 6<br>0% | 2<br>1% | 1<br>1% | 1<br>0% | - | - | - | 1<br>0% | - | 1<br>1% | 3<br>1% | - | 3<br>1% |
| Mean | 3.78 | 3.56 | 4.03 | 3.43 | 3.76 | 3.80 | 3.70 | 3.92 | 3.91 | 3.95 | 3.87 | 4.34 | 3.70 |
| Standard Deviation | 1.60 | 1.69 | 1.50 | 1.72 | 1.63 | 1.58 | 1.72 | 1.55 | 1.54 | 1.59 | 1.53 | 1.21 | 1.60 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC067
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
I. Daily menu changes?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| 1 (Not at all interested) | 234<br>15% | 114<br>15% | 121<br>14% | 206<br>15% | 25<br>14% | 14<br>7% | 46<br>12% | 55<br>17% | 35<br>16% | 26<br>13% | 58<br>24% | 155<br>16% | 78<br>13% |
| 2 | 119<br>8% | 67<br>9% | 52<br>6% | 106<br>8% | 13<br>8% | 25<br>12% | 28<br>7% | 23<br>7% | 25<br>11% | 8<br>4% | 12<br>5% | 63<br>7% | 56<br>9% |
| 3 | 407<br>26% | 190<br>26% | 217<br>26% | 375<br>27% | 32<br>18% | 60<br>29% | 116<br>30% | 86<br>26% | 64<br>28% | 44<br>22% | 38<br>16% | 263<br>28% | 144<br>23% |
| 4 | 255<br>16% | 133<br>18% | 122<br>15% | 232<br>17% | 22<br>13% | 34<br>17% | 59<br>15% | 55<br>17% | 26<br>11% | 37<br>19% | 44<br>18% | 144<br>15% | 110<br>18% |
| 5 (Very interested) | 564<br>36% | 235<br>32% | 329<br>39% | 476<br>34% | 83<br>47% | 71<br>35% | 142<br>37% | 106<br>33% | 77<br>34% | 80<br>41% | 86<br>36% | 330<br>35% | 227<br>37% |
| Mean | 3.50 | 3.42 | 3.58 | 3.48 | 3.71 | 3.61 | 3.58 | 3.41 | 3.37 | 3.71 | 3.38 | 3.45 | 3.58 |
| Standard Deviation | 1.42 | 1.41 | 1.42 | 1.40 | 1.48 | 1.27 | 1.35 | 1.44 | 1.44 | 1.39 | 1.60 | 1.43 | 1.39 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CFMC068
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
I. Daily menu changes?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| 1 (Not at all interested) | 234<br>15% | 82<br>11% | 109<br>17% | 41<br>19% | 72<br>14% | 77<br>14% | 79<br>19% | 85<br>13% | 36<br>20% | 16<br>9% | 34<br>16% | 36<br>15% | 40<br>15% | 31<br>12% | 32<br>16% | 45<br>20% |
| 2 | 119<br>8% | 59<br>8% | 57<br>9% | 3<br>1% | 41<br>8% | 54<br>10% | 20<br>5% | 42<br>6% | 11<br>6% | 17<br>10% | 22<br>11% | 18<br>8% | 14<br>5% | 22<br>9% | 8<br>4% | 16<br>7% |
| 3 | 407<br>26% | 217<br>30% | 141<br>22% | 45<br>21% | 147<br>28% | 135<br>25% | 105<br>25% | 188<br>29% | 30<br>16% | 50<br>29% | 44<br>21% | 62<br>26% | 84<br>32% | 69<br>26% | 46<br>22% | 52<br>23% |
| 4 | 255<br>16% | 137<br>19% | 86<br>13% | 31<br>14% | 80<br>15% | 96<br>18% | 69<br>16% | 89<br>14% | 31<br>17% | 28<br>16% | 41<br>20% | 31<br>13% | 31<br>12% | 46<br>18% | 30<br>15% | 48<br>21% |
| 5 (Very interested) | 564<br>36% | 218<br>31% | 246<br>38% | 96<br>45% | 188<br>36% | 185<br>34% | 150<br>35% | 248<br>38% | 73<br>40% | 62<br>35% | 68<br>32% | 96<br>39% | 92<br>35% | 94<br>36% | 87<br>43% | 65<br>29% |
| Mean | 3.50 | 3.49 | 3.47 | 3.64 | 3.51 | 3.47 | 3.45 | 3.57 | 3.52 | 3.59 | 3.42 | 3.54 | 3.46 | 3.57 | 3.65 | 3.32 |
| Standard Deviation | 1.42 | 1.31 | 1.49 | 1.53 | 1.39 | 1.41 | 1.48 | 1.39 | 1.55 | 1.32 | 1.45 | 1.45 | 1.41 | 1.36 | 1.46 | 1.46 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC069
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
I. Daily menu changes?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580 | 386 | 82 | 303 | 407 | 261 | 145 | 480 | 328 | 152 | 308 | 82 | 225 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 1 (Not at all interested) | 234 | 54 | 13 | 41 | 52 | 22 | 30 | 67 | 34 | 33 | 61 | 18 | 43 |
| | 15% | 14% | 16% | 14% | 13% | 8% | 21% | 14% | 10% | 22% | 20% | 22% | 19% |
| 2 | 119 | 27 | 6 | 21 | 32 | 28 | 4 | 27 | 20 | 7 | 32 | 8 | 24 |
| | 8% | 7% | 8% | 7% | 8% | 11% | 3% | 6% | 6% | 5% | 11% | 10% | 11% |
| 3 | 407 | 94 | 23 | 70 | 125 | 90 | 36 | 119 | 75 | 44 | 69 | 16 | 53 |
| | 26% | 24% | 28% | 23% | 31% | 34% | 25% | 25% | 23% | 29% | 23% | 19% | 24% |
| 4 | 255 | 59 | 9 | 50 | 73 | 48 | 25 | 62 | 54 | 8 | 62 | 12 | 50 |
| | 16% | 15% | 11% | 17% | 18% | 18% | 17% | 13% | 16% | 5% | 20% | 15% | 22% |
| 5 (Very interested) | 564 | 151 | 31 | 121 | 124 | 74 | 50 | 205 | 144 | 61 | 83 | 29 | 54 |
| | 36% | 39% | 37% | 40% | 31% | 28% | 35% | 43% | 44% | 40% | 27% | 35% | 24% |
| Mean | 3.50 | 3.59 | 3.45 | 3.62 | 3.[illegible]6 | 3.48 | 3.42 | 3.65 | 3.78 | 3.37 | 3.24 | 3.31 | 3.21 |
| Standard Deviation | 1.42 | 1.42 | 1.47 | 1.41 | 1.34 | 1.24 | 1.50 | 1.43 | 1.35 | 1.57 | 1.46 | 1.57 | 1.43 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC073
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
K. Ethnic dishes?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| 1 (Not at all interested) | 343<br>22% | 159<br>22% | 185<br>22% | 314<br>22% | 28<br>16% | 23<br>11% | 81<br>21% | 51<br>16% | 51<br>22% | 52<br>27% | 85<br>36% | 229<br>24% | 113<br>18% |
| 2 | 156<br>10% | 78<br>11% | 78<br>9% | 135<br>10% | 21<br>12% | 17<br>8% | 40<br>10% | 30<br>9% | 32<br>14% | 14<br>7% | 23<br>10% | 94<br>10% | 61<br>10% |
| 3 | 369<br>23% | 165<br>22% | 204<br>24% | 337<br>24% | 31<br>18% | 68<br>33% | 73<br>19% | 80<br>25% | 45<br>20% | 48<br>25% | 55<br>23% | 236<br>25% | 131<br>21% |
| 4 | 280<br>18% | 149<br>20% | 131<br>16% | 242<br>17% | 37<br>21% | 44<br>21% | 80<br>20% | 74<br>23% | 39<br>17% | 23<br>12% | 20<br>8% | 162<br>17% | 117<br>19% |
| 5 (Very interested) | 423<br>27% | 187<br>25% | 236<br>28% | 359<br>26% | 59<br>33% | 53<br>26% | 115<br>30% | 90<br>28% | 60<br>26% | 56<br>29% | 49<br>21% | 234<br>24% | 184<br>30% |
| Don't Know | 8<br>0% | - | 8<br>1% | 8<br>1% | - | - | 1<br>0% | - | - | 2<br>1% | 5<br>2% | - | 8<br>1% |
| Mean | 3.18 | 3.17 | 3.19 | 3.14 | 3.44 | 3.43 | 3.28 | 3.37 | 3.11 | 3.09 | 2.67 | 3.08 | 3.33 |
| Standard Deviation | 1.48 | 1.47 | 1.50 | 1.48 | 1.46 | 1.27 | 1.50 | 1.39 | 1.51 | 1.56 | 1.56 | 1.49 | 1.47 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC074
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
K. Ethnic dishes?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580 | 713 | 639 | 215 | 528 | 548 | 424 | 651 | 180 | 174 | 209 | 243 | 262 | 263 | 203 | 227 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 1 (Not at all interested) | 343 | 98 | 175 | 64 | 94 | 110 | 120 | 128 | 55 | 27 | 53 | 36 | 65 | 63 | 54 | 46 |
| | 22% | 14% | 27% | 30% | 18% | 20% | 28% | 20% | 30% | 15% | 25% | 15% | 25% | 24% | 27% | 20% |
| 2 | 156 | 67 | 77 | 12 | 52 | 50 | 43 | 61 | 17 | 22 | 23 | 28 | 20 | 21 | 18 | 23 |
| | 10% | 9% | 12% | 5% | 10% | 9% | 10% | 9% | 9% | 13% | 11% | 11% | 8% | 8% | 9% | 10% |
| 3 | 369 | 157 | 145 | 67 | 130 | 127 | 98 | 164 | 37 | 56 | 43 | 73 | 53 | 53 | 38 | 54 |
| | 23% | 22% | 23% | 31% | 25% | 23% | 23% | 25% | 21% | 32% | 21% | 30% | 20% | 20% | 18% | 24% |
| 4 | 280 | 181 | 87 | 12 | 117 | 100 | 50 | 115 | 16 | 26 | 31 | 32 | 49 | 50 | 49 | 43 |
| | 18% | 25% | 14% | 5% | 22% | 18% | 12% | 18% | 9% | 15% | 15% | 13% | 19% | 19% | 24% | 19% |
| 5 (Very interested) | 423 | 208 | 149 | 60 | 135 | 160 | 106 | 180 | 50 | 37 | 56 | 75 | 74 | 76 | 44 | 61 |
| | 27% | 29% | 23% | 28% | 26% | 29% | 25% | 28% | 28% | 22% | 27% | 31% | 28% | 29% | 22% | 27% |
| Don't Know | 8 | 1 | 7 | - | - | - | 7 | 3 | 5 | 5 | 3 | - | - | - | - | - |
| | 0% | 0% | 1% | | | | 2% | 0% | 3% | 3% | 1% | | | | | |
| Mean | 3.18 | 3.47 | 2.93 | 2.96 | 3.28 | 3.27 | 2.95 | 3.24 | 2.94 | 3.15 | 3.06 | 3.34 | 3.18 | 3.21 | 3.05 | 3.22 |
| Standard Deviation | 1.48 | 1.36 | 1.52 | 1.57 | 1.41 | 1.48 | 1.55 | 1.46 | 1.62 | 1.35 | 1.55 | 1.40 | 1.54 | 1.54 | 1.51 | 1.46 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC075
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
K. Ethnic dishes?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| 1 (Not at all interested) | 343<br>22% | 88<br>23% | 18<br>22% | 70<br>23% | 86<br>21% | 50<br>19% | 37<br>25% | 113<br>24% | 64<br>19% | 50<br>33% | 56<br>18% | 16<br>19% | 40<br>18% |
| 2 | 156<br>10% | 42<br>11% | 5<br>7% | 37<br>12% | 39<br>10% | 35<br>13% | 4<br>3% | 45<br>9% | 31<br>9% | 14<br>9% | 30<br>10% | 12<br>15% | 18<br>8% |
| 3 | 369<br>23% | 79<br>20% | 18<br>22% | 61<br>20% | 115<br>28% | 72<br>28% | 43<br>30% | 116<br>24% | 85<br>26% | 31<br>20% | 59<br>19% | 12<br>14% | 47<br>21% |
| 4 | 280<br>18% | 76<br>20% | 15<br>18% | 62<br>20% | 78<br>19% | 50<br>19% | 28<br>19% | 73<br>15% | 53<br>16% | 20<br>13% | 53<br>17% | 11<br>14% | 42<br>18% |
| 5 (Very interested) | 423<br>27% | 101<br>26% | 26<br>32% | 75<br>25% | 87<br>22% | 55<br>21% | 33<br>22% | 131<br>27% | 94<br>29% | 37<br>25% | 104<br>34% | 31<br>37% | 74<br>33% |
| Don't Know | 8<br>0% | - | - | - | 1<br>0% | - | 1<br>1% | 2<br>0% | 2<br>1% | - | 5<br>2% | - | 5<br>2% |
| Mean | 3.18 | 3.16 | 3.32 | 3.11 | 3.10 | 3.10 | 3.11 | 3.13 | 3.25 | 2.88 | 3.39 | 3.35 | 3.41 |
| Standard Deviation | 1.48 | 1.50 | 1.53 | 1.49 | 1.41 | 1.39 | 1.47 | 1.51 | 1.46 | 1.59 | 1.50 | 1.58 | 1.48 |

CfMC076
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
L. A frequent diner program?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| 1 (Not at all interested) | 382<br>24% | 163<br>22% | 218<br>26% | 353<br>25% | 24<br>14% | 15<br>7% | 81<br>21% | 78<br>24% | 54<br>24% | 56<br>29% | 97<br>41% | 242<br>25% | 137<br>22% |
| 2 | 154<br>10% | 74<br>10% | 80<br>9% | 136<br>10% | 17<br>10% | 15<br>7% | 34<br>9% | 39<br>12% | 25<br>11% | 8<br>4% | 32<br>14% | 102<br>11% | 52<br>9% |
| 3 | 337<br>21% | 160<br>22% | 177<br>21% | 292<br>21% | 45<br>26% | 45<br>22% | 83<br>21% | 71<br>22% | 62<br>27% | 38<br>19% | 38<br>16% | 215<br>23% | 120<br>19% |
| 4 | 251<br>16% | 139<br>19% | 111<br>13% | 219<br>16% | 30<br>17% | 53<br>26% | 75<br>19% | 42<br>13% | 26<br>12% | 30<br>15% | 25<br>10% | 139<br>15% | 109<br>18% |
| 5 (Very interested) | 447<br>28% | 197<br>27% | 250<br>30% | 388<br>28% | 57<br>33% | 77<br>38% | 116<br>30% | 95<br>29% | 58<br>26% | 61<br>31% | 41<br>17% | 252<br>26% | 192<br>31% |
| Don't Know | 8<br>1% | 3<br>0% | 5<br>1% | 7<br>0% | 2<br>1% | - | 1<br>0% | - | 2<br>1% | 2<br>1% | 4<br>2% | 4<br>0% | 4<br>1% |
| Mean | 3.15 | 3.18 | 3.11 | 3.11 | 3.45 | 3.79 | 3.29 | 3.11 | 3.04 | 3.17 | 2.49 | 3.06 | 3.27 |
| Standard Deviation | 1.53 | 1.49 | 1.57 | 1.54 | 1.40 | 1.24 | 1.49 | 1.54 | 1.50 | 1.62 | 1.54 | 1.53 | 1.54 |

CfMC077
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
L. A frequent diner program?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580 | 713 | 639 | 215 | 528 | 548 | 424 | 651 | 180 | 174 | 209 | 243 | 262 | 263 | 203 | 227 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 1 (Not at all interested) | 382 | 125 | 171 | 79 | 109 | 124 | 133 | 162 | 55 | 42 | 63 | 41 | 49 | 57 | 70 | 59 |
| | 24% | 17% | 27% | 37% | 21% | 23% | 31% | 25% | 30% | 24% | 30% | 17% | 19% | 22% | 35% | 26% |
| 2 | 154 | 80 | 60 | 14 | 48 | 45 | 52 | 56 | 24 | 15 | 25 | 20 | 29 | 24 | 16 | 24 |
| | 10% | 11% | 9% | 7% | 9% | 8% | 12% | 9% | 13% | 9% | 12% | 8% | 11% | 9% | 8% | 11% |
| 3 | 337 | 175 | 119 | 44 | 122 | 113 | 87 | 135 | 39 | 38 | 48 | 51 | 71 | 54 | 38 | 39 |
| | 21% | 25% | 19% | 20% | 23% | 21% | 20% | 21% | 22% | 22% | 23% | 21% | 27% | 21% | 19% | 17% |
| 4 | 251 | 121 | 100 | 27 | 86 | 94 | 54 | 90 | 19 | 41 | 27 | 38 | 44 | 49 | 19 | 33 |
| | 16% | 17% | 16% | 12% | 16% | 17% | 13% | 14% | 11% | 23% | 13% | 16% | 17% | 19% | 9% | 15% |
| 5 (Very interested) | 447 | 207 | 186 | 51 | 161 | 170 | 95 | 204 | 41 | 38 | 45 | 92 | 67 | 78 | 59 | 69 |
| | 28% | 29% | 29% | 24% | 30% | 31% | 22% | 31% | 23% | 22% | 22% | 38% | 26% | 30% | 29% | 30% |
| Don't Know | 8 | 6 | 3 | - | 2 | 2 | 3 | 4 | 2 | - | 1 | 1 | 2 | - | 2 | 3 |
| | 1% | 1% | 0% | | 0% | 0% | 1% | 1% | 1% | | 1% | 0% | 1% | | 1% | 1% |
| Mean | 3.15 | 3.29 | 3.11 | 2.80 | 3.27 | 3.26 | 2.82 | 3.18 | 2.82 | 3.10 | 2.84 | 3.50 | 3.19 | 3.25 | 2.90 | 3.12 |
| Standard Deviation | 1.53 | 1.44 | 1.58 | 1.62 | 1.50 | 1.53 | 1.55 | 1.57 | 1.55 | 1.48 | 1.52 | 1.49 | 1.43 | 1.51 | 1.66 | 1.60 |

CfMC078
QN20B: How interested would you be in having table-service restaurants in your area offer the following features:
L. A frequent diner program?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| 1 (Not at all interested) | 382<br>24% | 100<br>26% | 17<br>21% | 83<br>27% | 99<br>24% | 61<br>23% | 38<br>26% | 119<br>25% | 77<br>24% | 42<br>28% | 63<br>21% | 13<br>16% | 50<br>22% |
| 2 | 154<br>10% | 34<br>9% | 5<br>6% | 29<br>10% | 44<br>11% | 34<br>13% | 11<br>7% | 44<br>9% | 28<br>9% | 16<br>10% | 31<br>10% | 11<br>13% | 21<br>9% |
| 3 | 337<br>21% | 77<br>20% | 22<br>27% | 54<br>18% | 91<br>22% | 56<br>22% | 35<br>24% | 90<br>19% | 57<br>18% | 33<br>22% | 79<br>26% | 23<br>28% | 56<br>25% |
| 4 | 251<br>16% | 63<br>16% | 10<br>12% | 53<br>18% | 65<br>16% | 44<br>17% | 21<br>15% | 92<br>19% | 67<br>20% | 26<br>17% | 30<br>10% | 10<br>12% | 20<br>9% |
| 5 (Very interested) | 447<br>28% | 109<br>28% | 28<br>34% | 81<br>27% | 106<br>26% | 67<br>26% | 39<br>27% | 131<br>27% | 95<br>29% | 36<br>23% | 102<br>33% | 26<br>31% | 76<br>34% |
| Don't Know | 8<br>1% | 3<br>1% | - | 3<br>1% | 2<br>0% | - | 2<br>1% | 2<br>0% | 2<br>1% | - | 2<br>1% | - | 2<br>1% |
| Mean | 3.15 | 3.12 | 3.32 | 3.07 | 3.08 | 3.09 | 3.08 | 3.15 | 3.23 | 2.98 | 3.25 | 3.29 | 3.23 |
| Standard Deviation | 1.53 | 1.56 | 1.52 | 1.57 | 1.51 | 1.50 | 1.54 | 1.54 | 1.54 | 1.53 | 1.52 | 1.45 | 1.55 |

## Convenience Features at Tableservice Restaurants

Because of time constraints due to increased home and work responsibilities, many consumers continue to seek new ways to make their lives a little bit easier. Although there is no significant evidence from the University of Maryland's ''American's Use of Time'' project that leisure time has actually declined since the 1980's, there is popular opinion among many consumers that they in fact have less time to themselves. This perceived need for convenience has undoubtedly spurred the rapid growth in popularity of microwave ovens and meals that can be prepared in minutes as well as restaurant takeout and delivery services, since it may be perceived that meals must be consumed on the run.

Although takeout is frequently thought of as ''fast food'', many tableservice operations have takeout meals as well. More than three out of four tableservice operations with an average dinner check below $25.00 per person offered ready-to-eat takeout meals in 1990, as did more than half of tableservice operations with an average check of $25.00 or more. The majority (nearly nine out of 10) of tableservice restaurants with an average check below $15.00 per person offered ready to eat take out meals in 1990, a significant increase from 1988. There was, however, a greater increase in the proportion of restaurants with an average check above $15.00 that offered these meals in 1990 compared with 1988.

Other convenience services are not as prevalent as ready-to-eat take out meals. More than three out of 10 tableservice operations with an average check below $25.00 offered retail sales of bakery items to their customers--up significantly from 1988 levels. Retail sales of bakery items at establishments with an average check above $25.00 declined significantly between 1988 and 1990. The proportion of tableservice operations that offer off-premises catering and home delivery of menu items also declined by significant amounts between 1988 and 1990. The proportion that offer retail sale of food by the pound remained relatively unchanged from 1988 to 1990.

Part of the declines in the proportion of restaurants that offer features such as off-premises catering and delivery may be attributable to the fact that many consumers are unaware or do not expect tableservice restaurants to fulfill their need for convenience. For example, the service that is of most interest to consumers is ready-to-eat takeout meals, similar to 1988. However, only four out of 10 consumers surveyed are very interested* in ready-to-eat takeout meals from tableservice restaurants, with a virtually identical proportion showing little interest. When asked about interest in retail sales of bakery items, home delivery of menu items, retail sales of food by the pound and catered items for at-home parties, significantly fewer respondents were interested in the services as were not interested.

Although more offer takeout and it is clearly a growth area for tableservice restaurants, there are a limited number of consumers who are currently interested in having food from tableservice restaurants brought home. Instead, consumers are more inclined to go out to eat at these establishments.

*very interested equals a 4 or 5 on a 5-point scale

### Percent of establishments offering various convenience services by check size, 1990

| | less than $8.00 | $8.00-$14.99 | $15.00-$24.99 | $25.00 and over |
|---|---|---|---|---|
| Ready to eat takeout meals | 93% | 87% | 77% | 52% |
| -Percentage point change from 1988 | +5 | +5 | +21 | +14 |
| Off-premises catering | 30 | 46 | 42 | 44 |
| -Percentage point change from 1988 | -8 | -5 | -11 | +3 |
| Retail sale of bakery items | 44 | 36 | 32 | 21 |
| -Percentage point change from 1988 | +8 | +6 | +13 | -8 |
| Retail sale of food by the pound | 31 | 31 | 23 | 19 |
| -Percentage point change from 1988 | +1 | -2 | +4 | +1 |
| Home delivery of menu items | 14 | 15 | 15 | 17 |
| -Percentage point change from 1988 | -15 | -13 | -21 | -13 |

Source: National Restaurant Association Tableservice Operator Survey, 1990

### Consumer likelihood of using various tableservice convenience services

| | Percent answering | | | |
|---|---|---|---|---|
| | 1 or 2* | | 4 or 5* | |
| | 1988 | 1990 | 1988 | 1990 |
| Ready-to-eat take out meals | 39% | 38% | 40% | 41% |
| Retail sales of bakery items | 44 | 48 | 32 | 31 |
| Home delivery of menu items | 55 | 54 | 30 | 30 |
| Retail sales of food by the pound | 53 | 59 | 27 | 23 |
| Catered items for at-home parties** | | 67 | | 20 |

Source: National Restaurant Association Gallup Surveys, 1988 and 1990

*on a 5-point scale where 1=''not at all interested'' and 5=''very interested''

**question was not fielded in 1988

QUESTION 12AB1:
Does your restaurant offer retail sales of bakery items?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88 | 132 | 187 | 296 | 57 | 97 | 97 | 57 | 126 | 100 | 79 | 151 | 124 | 140 | 97 | 81 | 180 | 149 | 113 | 64 | 49 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 34 | 40 | 66 | 96 | 26 | 33 | 40 | 19 | 47 | 35 | 21 | 56 | 55 | 50 | 31 | 17 | 67 | 57 | 29 | 20 | 9 |
| | 39% | 30% | 35% | 32% | 46% | 34% | 41% | 33% | 37% | 35% | 27% | 37% | 44% | 36% | 32% | 21% | 37% | 38% | 26% | 31% | 18% |
| NO | 54 | 91 | 120 | 198 | 31 | 64 | 57 | 38 | 79 | 65 | 58 | 93 | 68 | 89 | 66 | 64 | 112 | 91 | 84 | 44 | 40 |
| | 61% | 69% | 64% | 67% | 54% | 66% | 59% | 67% | 63% | 65% | 73% | 62% | 55% | 64% | 68% | 79% | 62% | 61% | 74% | 69% | 82% |

QUESTION 12AB2:
Do you plan to offer retail sales of bakery items in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 54 | 91 | 120 | 198 | 31 | 64 | 57 | 38 | 79 | 65 | 58 | 93 | 68 | 89 | 66 | 64 | 112 | 91 | 84 | 44 | 40 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 5 | 6 | 15 | 17 | 3 | 8 | 9 | 2 | 11 | 10 | 1 | 6 | 6 | 6 | 8 | 7 | 9 | 7 | 11 | 7 | 4 |
| | 9% | 7% | 13% | 9% | 10% | 13% | 16% | 5% | 14% | 15% | 2% | 6% | 9% | 7% | 12% | 11% | 8% | 8% | 13% | 16% | 10% |
| NO | 49 | 84 | 105 | 179 | 27 | 56 | 47 | 36 | 66 | 54 | 57 | 87 | 61 | 83 | 58 | 55 | 102 | 84 | 71 | 36 | 35 |
| | 91% | 92% | 88% | 90% | 87% | 88% | 82% | 95% | 84% | 83% | 98% | 94% | 90% | 93% | 88% | 86% | 91% | 92% | 85% | 82% | 88% |

QUESTION 12AD1:
Is off-premise catering offered at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 32<br>36% | 54<br>41% | 82<br>44% | 111<br>38% | 31<br>54% | 41<br>42% | 51<br>53% | 21<br>37% | 50<br>40% | 44<br>44% | 32<br>41% | 59<br>39% | 37<br>30% | 64<br>46% | 41<br>42% | 36<br>44% | 66<br>37% | 63<br>42% | 49<br>43% | 30<br>47% | 19<br>39% |
| NO | 56<br>64% | 78<br>59% | 105<br>56% | 185<br>63% | 26<br>46% | 56<br>58% | 46<br>47% | 36<br>63% | 76<br>60% | 56<br>56% | 47<br>59% | 92<br>61% | 87<br>70% | 76<br>54% | 56<br>58% | 45<br>56% | 114<br>63% | 86<br>58% | 64<br>57% | 34<br>53% | 30<br>61% |

QUESTION 12AD2:
Do you plan to offer off-premise catering in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 56<br>100% | 78<br>100% | 105<br>100% | 185<br>100% | 26<br>100% | 56<br>100% | 46<br>100% | 36<br>100% | 76<br>100% | 56<br>100% | 47<br>100% | 92<br>100% | 87<br>100% | 76<br>100% | 56<br>100% | 45<br>100% | 114<br>100% | 86<br>100% | 64<br>100% | 34<br>100% | 30<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 6<br>11% | 5<br>6% | 15<br>14% | 17<br>9% | 2<br>8% | 9<br>16% | 7<br>15% | 4<br>11% | 8<br>11% | 6<br>11% | 6<br>13% | 10<br>11% | 11<br>13% | 7<br>9% | 8<br>14% | 4<br>9% | 15<br>13% | 6<br>7% | 9<br>14% | 7<br>21% | 2<br>7% |
| NO | 48<br>86% | 73<br>94% | 90<br>86% | 166<br>90% | 24<br>92% | 47<br>84% | 39<br>85% | 32<br>89% | 68<br>89% | 49<br>88% | 41<br>87% | 81<br>88% | 75<br>86% | 68<br>89% | 48<br>86% | 41<br>91% | 98<br>86% | 79<br>92% | 55<br>86% | 27<br>79% | 28<br>93% |

## NATIONAL RESTAURANT ASSOCIATION

QUESTION 12AE1:
Are ready-to-eat take out meals offered at your restaurant?

|  | SALES VOLUME |  |  | NUMBER OF ESTABLISHMENTS |  |  |  |  | MENU THEME |  |  |  | CHECK SIZE |  |  |  | CHECK SIZE |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88 | 132 | 187 | 296 | 57 | 97 | 97 | 57 | 126 | 100 | 79 | 151 | 124 | 140 | 97 | 81 | 180 | 149 | 113 | 64 | 49 |
|  | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| PERFORMED NOW |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| YES | 74 | 110 | 142 | 229 | 52 | 78 | 85 | 45 | 98 | 71 | 67 | 128 | 115 | 122 | 75 | 42 | 167 | 123 | 64 | 43 | 21 |
|  | 84% | 83% | 76% | 77% | 91% | 80% | 88% | 79% | 78% | 71% | 85% | 85% | 93% | 87% | 77% | 52% | 93% | 83% | 57% | 67% | 43% |
| NO | 14 | 22 | 44 | 66 | 5 | 19 | 12 | 12 | 28 | 28 | 12 | 23 | 9 | 18 | 21 | 39 | 13 | 26 | 48 | 20 | 28 |
|  | 16% | 17% | 24% | 22% | 9% | 20% | 12% | 21% | 22% | 28% | 15% | 15% | 7% | 13% | 22% | 48% | 7% | 17% | 42% | 31% | 57% |

QUESTION 12AE2:
Do you plan to offer ready-to-eat take out meals in 1991?

|  | SALES VOLUME |  |  | NUMBER OF ESTABLISHMENTS |  |  |  |  | MENU THEME |  |  |  | CHECK SIZE |  |  |  | CHECK SIZE |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 14 | 22 | 44 | 66 | 5 | 19 | 12 | 12 | 28 | 28 | 12 | 23 | 9 | 18 | 21 | 39 | 13 | 26 | 48 | 20 | 28 |
|  | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| PLAN TO DO |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| YES | - | 2 | 5 | 6 | 1 | 1 | 2 | - | 1 | 2 | - | 5 | 2 | - | 4 | 1 | 2 | 2 | 3 | 2 | 1 |
|  | - | 9% | 11% | 9% | 20% | 5% | 17% | - | 4% | 7% | - | 22% | 22% | - | 19% | 3% | 15% | 8% | 6% | 10% | 4% |
| NO | 14 | 20 | 39 | 60 | 4 | 18 | 10 | 12 | 27 | 26 | 12 | 18 | 7 | 18 | 17 | 38 | 11 | 24 | 45 | 18 | 27 |
|  | 100% | 91% | 89% | 91% | 80% | 95% | 83% | 100% | 96% | 93% | 100% | 78% | 78% | 100% | 81% | 97% | 85% | 92% | 94% | 90% | 96% |

QUESTION 12AF1:
Is retail sales of items by pound offered at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 22<br>25% | 35<br>27% | 56<br>30% | 80<br>27% | 12<br>21% | 28<br>29% | 28<br>29% | 12<br>21% | 32<br>25% | 19<br>19% | 30<br>38% | 42<br>28% | 39<br>31% | 44<br>31% | 22<br>23% | 15<br>19% | 53<br>29% | 46<br>31% | 21<br>19% | 11<br>17% | 10<br>20% |
| NO | 66<br>75% | 97<br>73% | 131<br>70% | 216<br>73% | 45<br>79% | 69<br>71% | 69<br>71% | 45<br>79% | 94<br>75% | 81<br>81% | 49<br>62% | 109<br>72% | 85<br>69% | 96<br>69% | 75<br>77% | 66<br>81% | 127<br>71% | 103<br>69% | 92<br>81% | 53<br>83% | 39<br>80% |

QUESTION 12AF2:
Do you plan to offer retail sales of items by pound in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 66<br>100% | 97<br>100% | 131<br>100% | 216<br>100% | 45<br>100% | 69<br>100% | 69<br>100% | 45<br>100% | 94<br>100% | 81<br>100% | 49<br>100% | 109<br>100% | 85<br>100% | 96<br>100% | 75<br>100% | 66<br>100% | 127<br>100% | 103<br>100% | 92<br>100% | 53<br>100% | 39<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 2<br>3% | 8<br>8% | 8<br>6% | 12<br>6% | 4<br>9% | 3<br>4% | 5<br>7% | 2<br>4% | 5<br>5% | 7<br>9% | -<br>- | 7<br>6% | 3<br>4% | 7<br>7% | 5<br>7% | 4<br>6% | 7<br>6% | 6<br>6% | 6<br>7% | 6<br>11% | -<br>- |
| NO | 64<br>97% | 89<br>92% | 121<br>92% | 202<br>94% | 40<br>89% | 66<br>96% | 63<br>91% | 43<br>96% | 88<br>94% | 74<br>91% | 48<br>98% | 101<br>93% | 81<br>95% | 88<br>92% | 69<br>92% | 62<br>94% | 119<br>94% | 96<br>93% | 85<br>92% | 46<br>87% | 39<br>100% |

QUESTION 12AJ1:
Is home delivery of menu items to customers offered at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 13<br>15% | 23<br>17% | 31<br>17% | 47<br>16% | 8<br>14% | 14<br>14% | 16<br>16% | 6<br>11% | 12<br>10% | 23<br>23% | 16<br>20% | 18<br>12% | 17<br>14% | 21<br>15% | 15<br>15% | 14<br>17% | 22<br>12% | 24<br>16% | 21<br>19% | 12<br>19% | 9<br>18% |
| NO | 75<br>85% | 109<br>83% | 156<br>83% | 249<br>84% | 49<br>86% | 83<br>86% | 81<br>84% | 51<br>89% | 114<br>90% | 77<br>77% | 63<br>80% | 133<br>88% | 107<br>86% | 119<br>85% | 82<br>85% | 67<br>83% | 158<br>88% | 125<br>84% | 92<br>81% | 52<br>81% | 40<br>82% |

QUESTION 12AJ2:
Do you plan to offer home delivery of menu items to customers in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 75<br>100% | 109<br>100% | 156<br>100% | 249<br>100% | 49<br>100% | 83<br>100% | 81<br>100% | 51<br>100% | 114<br>100% | 77<br>100% | 63<br>100% | 133<br>100% | 107<br>100% | 119<br>100% | 82<br>100% | 67<br>100% | 158<br>100% | 125<br>100% | 92<br>100% | 52<br>100% | 40<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 4<br>5% | 6<br>6% | 10<br>6% | 9<br>4% | 8<br>16% | 4<br>5% | 11<br>14% | 1<br>2% | 6<br>5% | 6<br>8% | 2<br>3% | 7<br>5% | 1<br>1% | 9<br>8% | 5<br>6% | 6<br>9% | 4<br>3% | 10<br>8% | 7<br>8% | 3<br>6% | 4<br>10% |
| NO | 71<br>95% | 103<br>94% | 144<br>92% | 239<br>96% | 40<br>82% | 79<br>95% | 69<br>85% | 50<br>98% | 107<br>94% | 71<br>92% | 61<br>97% | 125<br>94% | 105<br>98% | 109<br>92% | 77<br>94% | 61<br>91% | 153<br>97% | 114<br>91% | 85<br>92% | 49<br>94% | 36<br>90% |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC028
QN20A: How likely would you be to use each of the following services if they were available at table-service restaurants is your area:
A. Retail sale of bakery items?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580 | 738 | 842 | 1396 | 175 | 205 | 390 | 325 | 228 | 195 | 237 | 955 | 614 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 1 (Not at all likely) | 488 | 251 | 237 | 421 | 63 | 47 | 103 | 97 | 83 | 66 | 92 | 279 | 206 |
| | 31% | 34% | 28% | 30% | 36% | 23% | 26% | 30% | 37% | 34% | 39% | 29% | 33% |
| 2 | 266 | 140 | 126 | 240 | 24 | 43 | 65 | 36 | 48 | 30 | 44 | 164 | 101 |
| | 17% | 19% | 15% | 17% | 14% | 21% | 17% | 11% | 21% | 15% | 19% | 17% | 16% |
| 3 | 334 | 136 | 198 | 304 | 30 | 48 | 83 | 87 | 43 | 31 | 42 | 212 | 121 |
| | 21% | 18% | 23% | 22% | 17% | 23% | 21% | 27% | 19% | 16% | 18% | 22% | 20% |
| 4 | 209 | 91 | 118 | 190 | 18 | 41 | 60 | 40 | 23 | 26 | 19 | 130 | 75 |
| | 13% | 12% | 14% | 14% | 10% | 20% | 16% | 12% | 10% | 13% | 8% | 14% | 12% |
| 5 (Very likely) | 278 | 119 | 160 | 237 | 40 | 25 | 77 | 66 | 31 | 39 | 40 | 166 | 111 |
| | 18% | 16% | 19% | 17% | 23% | 12% | 20% | 20% | 14% | 20% | 17% | 17% | 18% |
| Don't Know | 4 | 1 | 3 | 3 | 1 | - | 1 | - | - | 3 | - | 3 | 1 |
| | 0% | 0% | 0% | 0% | 1% | | 0% | | | 2% | | 0% | 0% |
| Mean | 2.70 | 2.57 | 2.81 | 2.70 | 2.69 | 2.77 | 2.85 | 2.82 | 2.43 | 2.71 | 2.46 | 2.73 | 2.65 |
| Standard Deviation | 1.47 | 1.46 | 1.47 | 1.45 | 1.59 | 1.34 | 1.47 | 1.49 | 1.42 | 1.56 | 1.49 | 1.45 | 1.50 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC029
QN20A: How likely would you be to use each of the following services if they were available at table-service restaurants is your area:
A. Retail sale of bakery items?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| 1 (Not at all likely) | 488<br>31% | [illegible]<br>26% | 232<br>36% | 65<br>30% | 141<br>27% | 191<br>35% | 131<br>31% | 178<br>27% | 58<br>32% | 55<br>32% | 49<br>24% | 73<br>30% | 75<br>28% | 90<br>34% | 70<br>34% | 77<br>34% |
| 2 | 266<br>17% | 118<br>16% | 91<br>14% | 52<br>24% | 90<br>17% | 79<br>14% | 78<br>18% | 92<br>14% | 32<br>18% | 28<br>16% | 41<br>19% | 50<br>21% | 38<br>14% | 51<br>19% | 26<br>13% | 32<br>14% |
| 3 | 334<br>21% | 161<br>23% | 136<br>21% | 36<br>17% | 113<br>21% | 104<br>19% | 103<br>24% | 154<br>24% | 41<br>23% | 46<br>27% | 33<br>16% | 63<br>26% | 60<br>23% | 53<br>20% | 33<br>16% | 46<br>20% |
| 4 | 209<br>13% | 124<br>17% | 71<br>11% | 13<br>6% | 90<br>17% | 75<br>14% | 38<br>9% | 91<br>14% | 23<br>13% | 15<br>9% | 42<br>20% | 23<br>9% | 38<br>15% | 37<br>14% | 31<br>15% | 23<br>10% |
| 5 (Very likely) | 278<br>18% | 122<br>17% | 108<br>17% | 47<br>22% | 94<br>18% | 97<br>18% | 72<br>17% | 134<br>21% | 23<br>13% | 29<br>17% | 44<br>21% | 34<br>14% | 50<br>19% | 32<br>12% | 42<br>20% | 47<br>21% |
| Don't Know | 4<br>0% | 1<br>0% | 1<br>0% | 2<br>1% | - | 2<br>0% | 2<br>0% | 1<br>0% | 2<br>1% | - | - | - | 1<br>0% | - | 1<br>0% | 2<br>1% |
| Mean | 2.70 | 2.82 | 2.58 | 2.65 | 2.82 | 2.65 | 2.62 | 2.86 | 2.56 | 2.62 | 2.96 | 2.57 | 2.82 | 2.51 | 2.74 | 2.69 |
| Standard Deviation | 1.47 | 1.43 | 1.49 | 1.53 | 1.45 | 1.51 | 1.44 | 1.48 | 1.41 | 1.44 | 1.49 | 1.38 | 1.48 | 1.40 | 1.57 | 1.54 |

CfMC030
QN20A: How likely would you be to use each of the following services if they were available at table-service restaurants is your area:
A. Retail sale of bakery items?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| 1 (Not at all likely) | 488<br>31% | 118<br>31% | 17<br>21% | 101<br>33% | 119<br>29% | 69<br>26% | 50<br>34% | 151<br>31% | 95<br>29% | 57<br>37% | 100<br>33% | 21<br>25% | 80<br>35% |
| 2 | 266<br>17% | 62<br>16% | 13<br>15% | 49<br>16% | 86<br>21% | 51<br>20% | 35<br>24% | 74<br>15% | 58<br>18% | 16<br>10% | 45<br>14% | 13<br>16% | 31<br>14% |
| 3 | 334<br>21% | 75<br>20% | 20<br>24% | 55<br>18% | 77<br>19% | 55<br>21% | 22<br>15% | 105<br>22% | 78<br>24% | 28<br>18% | 77<br>25% | 15<br>18% | 62<br>27% |
| 4 | 209<br>13% | 49<br>13% | 12<br>14% | 37<br>12% | 44<br>11% | 32<br>12% | 12<br>[illegible] | 68<br>14% | 51<br>15% | 18<br>12% | 48<br>16% | 15<br>18% | 33<br>15% |
| 5 (Very likely) | 278<br>18% | 82<br>21% | 21<br>25% | 61<br>20% | 78<br>19% | 51<br>20% | 27<br>19% | 80<br>17% | 45<br>14% | 35<br>23% | 38<br>12% | 19<br>23% | 19<br>8% |
| Don't Know | 4<br>0% | - | - | - | 3<br>1% | 3<br>1% | - | 1<br>0% | 1<br>0% | - | - | - | - |
| Mean | 2.70 | 2.78 | 3.09 | 2.70 | 2.69 | 2.79 | 2.53 | 2.69 | 2.68 | 2.73 | 2.61 | 2.98 | 2.47 |
| Standard Deviation | 1.47 | 1.52 | 1.48 | 1.53 | 1.48 | 1.47 | 1.50 | 1.46 | 1.40 | 1.61 | 1.40 | 1.52 | 1.33 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC031
QN20A: How likely would you be to use each of the following services if they were available at table-service restaurants is your area:
B. Ready-to-eat take-out-meals?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| 1 (Not at all likely) | 397<br>25% | 184<br>25% | 213<br>25% | 355<br>25% | 38<br>21% | 27<br>13% | 72<br>18% | 69<br>21% | 52<br>23% | 52<br>27% | 125<br>53% | 251<br>26% | 144<br>23% |
| 2 | 196<br>12% | 105<br>14% | 91<br>11% | 174<br>12% | 22<br>13% | 23<br>11% | 47<br>12% | 39<br>12% | 27<br>12% | 26<br>13% | 34<br>14% | 123<br>13% | 72<br>12% |
| 3 | 339<br>21% | 163<br>22% | 176<br>21% | 308<br>22% | 29<br>17% | 39<br>19% | 82<br>21% | 84<br>26% | 52<br>23% | 47<br>24% | 35<br>15% | 211<br>22% | 128<br>21% |
| 4 | 232<br>15% | 117<br>16% | 115<br>14% | 202<br>15% | 29<br>17% | 43<br>21% | 65<br>17% | 50<br>15% | 39<br>17% | 23<br>12% | 12<br>5% | 128<br>13% | 101<br>16% |
| 5 (Very likely) | 416<br>26% | 170<br>23% | 247<br>29% | 357<br>26% | 57<br>32% | 74<br>36% | 124<br>32% | 83<br>25% | 57<br>25% | 48<br>24% | 31<br>13% | 242<br>25% | 170<br>28% |
| Mean | 3.05 | 2.98 | 3.11 | 3.02 | 3.26 | 3.56 | 3.32 | 3.12 | 3.10 | 2.94 | 2.12 | 2.99 | 3.13 |
| Standard Deviation | 1.53 | 1.49 | 1.56 | 1.52 | 1.55 | 1.41 | 1.49 | 1.46 | 1.49 | 1.52 | 1.44 | 1.53 | 1.52 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC032
QN20A: How likely would you be to use each of the following services if they were available at table-service restaurants is your area:
B. Ready-to-eat take-out-meals? —

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT WEEKDAY | | | | | WEEKEND | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| 1 (Not at all likely) | 397<br>25% | 153<br>22% | 167<br>26% | 74<br>35% | 125<br>24% | 116<br>21% | 143<br>34% | 125<br>19% | 87<br>48% | 39<br>23% | 47<br>22% | 53<br>22% | 84<br>32% | 56<br>21% | 68<br>33% | 50<br>22% |
| 2 | 196<br>12% | 115<br>16% | 60<br>9% | 20<br>9% | 69<br>13% | 65<br>12% | 53<br>12% | 71<br>11% | 19<br>10% | 26<br>15% | 28<br>13% | 32<br>13% | 26<br>10% | 28<br>11% | 21<br>10% | 35<br>15% |
| 3 | 339<br>21% | 168<br>24% | 126<br>20% | 45<br>21% | 115<br>22% | 136<br>25% | 80<br>19% | 148<br>23% | 28<br>16% | 44<br>26% | 55<br>26% | 55<br>22% | 63<br>24% | 55<br>21% | 30<br>15% | 38<br>17% |
| 4 | 232<br>15% | 125<br>17% | 93<br>14% | 15<br>7% | 90<br>17% | 77<br>14% | 53<br>12% | 96<br>15% | 16<br>9% | 16<br>9% | 34<br>16% | 46<br>19% | 29<br>11% | 35<br>13% | 42<br>21% | 29<br>13% |
| 5 (Very likely) | 416<br>26% | 152<br>21% | 194<br>30% | 61<br>28% | 128<br>24% | 155<br>28% | 96<br>23% | 212<br>33% | 29<br>16% | 47<br>27% | 46<br>22% | 57<br>23% | 61<br>23% | 88<br>34% | 43<br>21% | 75<br>33% |
| Mean | 3.05 | 3.01 | 3.14 | 2.85 | 3.05 | 3.17 | 2.78 | 3.31 | 2.34 | 3.03 | 3.02 | 3.09 | 2.83 | 3.27 | 2.86 | 3.20 |
| Standard Deviation | 1.53 | 1.43 | 1.58 | 1.64 | 1.49 | 1.49 | 1.57 | 1.50 | 1.54 | 1.51 | 1.44 | 1.46 | 1.55 | 1.54 | 1.58 | 1.57 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC033
QN20A: How likely would you be to use each of the following services if they were available at table-service restaurants is your area:
B. Ready-to-eat take-out-meals?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580 | 386 | 82 | 303 | 407 | 261 | 145 | 480 | 328 | 152 | 308 | 82 | 225 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 1 (Not at all likely) | 397 | 109 | 25 | 84 | 101 | 58 | 43 | 101 | 61 | 40 | 87 | 20 | 66 |
| | 25% | 28% | 31% | 28% | 25% | 22% | 30% | 21% | 19% | 26% | 28% | 25% | 29% |
| 2 | 196 | 44 | 10 | 34 | 47 | 34 | 13 | 53 | 36 | 17 | 52 | 16 | 36 |
| | 12% | 11% | 12% | 11% | 12% | 13% | 9% | 11% | 11% | 11% | 17% | 20% | 16% |
| 3 | 339 | 74 | 21 | 53 | 112 | 84 | 28 | 99 | 68 | 31 | 54 | 14 | 41 |
| | 21% | 19% | 26% | 17% | 27% | 32% | 19% | 21% | 21% | 20% | 18% | 16% | 18% |
| 4 | 232 | 50 | 3 | 47 | 58 | 33 | 25 | 71 | 55 | 16 | 53 | 14 | 40 |
| | 15% | 13% | 4% | 15% | 14% | 13% | 17% | 15% | 17% | 10% | 17% | 17% | 18% |
| 5 (Very likely) | 416 | 108 | 23 | 86 | 89 | 53 | 36 | 157 | 108 | 49 | 61 | 18 | 43 |
| | 26% | 28% | 27% | 28% | 22% | 20% | 25% | 33% | 33% | 32% | 20% | 22% | 19% |
| Mean | 3.05 | 3.01 | 2.86 | 3.06 | 2.97 | 2.96 | 2.99 | 3.27 | 3.35 | 3.12 | 2.84 | 2.92 | 2.81 |
| Standard Deviation | 1.53 | 1.58 | 1.59 | 1.59 | 1.46 | 1.40 | 1.58 | 1.53 | 1.49 | 1.61 | 1.50 | 1.51 | 1.50 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC034
QN20A: How likely would you be to use each of the following services if they were available at table-service restaurants is your area:
C. Retail sale by the pound of menu items, such as salads, soups and entrees?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| 1 (Not at all likely) | 663<br>42% | 303<br>41% | 360<br>43% | 597<br>43% | 61<br>35% | 55<br>27% | 134<br>34% | 133<br>41% | 102<br>45% | 101<br>52% | 138<br>58% | 426<br>45% | 233<br>38% |
| 2 | 261<br>17% | 146<br>20% | 115<br>14% | 239<br>17% | 23<br>13% | 56<br>27% | 72<br>19% | 53<br>16% | 40<br>18% | 14<br>7% | 26<br>11% | 154<br>16% | 108<br>18% |
| 3 | 291<br>18% | 133<br>18% | 158<br>19% | 261<br>19% | 30<br>17% | 47<br>23% | 82<br>21% | 65<br>20% | 39<br>17% | 27<br>14% | 31<br>13% | 168<br>18% | 121<br>20% |
| 4 | 157<br>10% | 77<br>10% | 80<br>10% | 131<br>9% | 25<br>14% | 32<br>15% | 39<br>10% | 27<br>8% | 18<br>8% | 20<br>10% | 21<br>9% | 84<br>9% | 72<br>12% |
| 5 (Very likely) | 203<br>13% | 78<br>11% | 125<br>15% | 164<br>12% | 37<br>21% | 15<br>7% | 62<br>16% | 48<br>15% | 26<br>12% | 33<br>17% | 19<br>8% | 121<br>13% | 80<br>13% |
| Don't Know | 4<br>0% | - | 4<br>0% | 4<br>0% | - | - | - | - | 3<br>1% | - | 1<br>0% | 3<br>0% | 1<br>0% |
| Mean | 2.35 | 2.30 | 2.40 | 2.30 | 2.74 | 2.48 | 2.54 | 2.40 | 2.23 | 2.33 | 1.98 | 2.29 | 2.44 |
| Standard Deviation | 1.43 | 1.37 | 1.48 | 1.40 | 1.57 | 1.24 | 1.45 | 1.45 | 1.40 | 1.58 | 1.35 | 1.43 | 1.42 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC035
QN20A: How likely would you be to use each of the following services if they were available at table-service restaurants is your area:
C. Retail sale by the pound of menu items, such as salads, soups and entrees?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| 1 (Not at all likely) | 663<br>42% | 272<br>38% | 271<br>42% | 111<br>52% | 201<br>38% | 219<br>40% | 201<br>47% | 257<br>39% | 101<br>56% | 59<br>34% | 99<br>47% | 97<br>40% | 106<br>40% | 115<br>44% | 92<br>45% | 96<br>42% |
| 2 | 261<br>17% | 143<br>20% | 101<br>16% | 17<br>8% | 99<br>19% | 99<br>18% | 54<br>13% | 94<br>14% | 19<br>11% | 35<br>20% | 33<br>16% | 47<br>19% | 52<br>20% | 30<br>11% | 32<br>16% | 33<br>15% |
| 3 | 291<br>18% | 160<br>22% | 100<br>16% | 31<br>14% | 106<br>20% | 95<br>17% | 77<br>18% | 133<br>20% | 22<br>12% | 50<br>29% | 35<br>17% | 40<br>17% | 43<br>17% | 46<br>18% | 32<br>16% | 45<br>20% |
| 4 | 157<br>10% | 67<br>9% | 58<br>9% | 31<br>14% | 59<br>11% | 47<br>9% | 46<br>11% | 59<br>9% | 20<br>11% | 12<br>7% | 17<br>8% | 25<br>10% | 33<br>12% | 34<br>13% | 17<br>8% | 19<br>9% |
| 5 (Very likely) | 203<br>13% | 67<br>9% | 109<br>17% | 25<br>12% | 61<br>11% | 88<br>16% | 45<br>11% | 106<br>16% | 16<br>9% | 18<br>11% | 25<br>12% | 31<br>13% | 28<br>11% | 37<br>14% | 30<br>15% | 33<br>15% |
| Don't Know | 4<br>0% | 4<br>1% | - | - | 3<br>1% | - | 1<br>0% | 3<br>0% | 1<br>1% | - | 1<br>0% | 3<br>1% | - | - | - | - |
| Mean | 2.35 | 2.31 | 2.43 | 2.26 | 2.39 | 2.43 | 2.24 | 2.48 | 2.05 | 2.40 | 2.21 | 2.36 | 2.34 | 2.42 | 2.32 | 2.38 |
| Standard Deviation | 1.43 | 1.32 | 1.52 | 1.50 | 1.39 | 1.48 | 1.41 | 1.49 | 1.40 | 1.31 | 1.42 | 1.43 | 1.39 | 1.50 | 1.49 | 1.47 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC036
QN20A: How likely would you be to use each of the following services if they were available at table-service restaurants is your area:
C. Retail sale by the pound of menu items, such as salads, soups and entrees?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| 1 (Not at all likely) | 663<br>42% | 171<br>44% | 36<br>43% | 135<br>45% | 172<br>42% | 115<br>44% | 57<br>39% | 204<br>42% | 137<br>42% | 67<br>44% | 116<br>38% | 33<br>40% | 84<br>37% |
| 2 | 261<br>17% | 48<br>13% | 15<br>18% | 33<br>11% | 80<br>20% | 51<br>20% | 28<br>20% | 70<br>15% | 41<br>12% | 29<br>19% | 64<br>21% | 22<br>27% | 41<br>18% |
| 3 | 291<br>18% | 76<br>20% | 14<br>17% | 61<br>20% | 72<br>18% | 39<br>15% | 33<br>22% | 85<br>18% | 66<br>20% | 19<br>13% | 59<br>19% | 12<br>15% | 47<br>21% |
| 4 | 157<br>10% | 37<br>10% | 9<br>10% | 28<br>9% | 37<br>9% | 28<br>11% | 9<br>6% | 59<br>12% | 50<br>15% | 8<br>6% | 25<br>8% | 5<br>6% | 20<br>9% |
| 5 (Very likely) | 203<br>13% | 54<br>14% | 9<br>10% | 45<br>15% | 45<br>11% | 27<br>10% | 19<br>13% | 60<br>12% | 31<br>9% | 29<br>19% | 44<br>14% | 11<br>13% | 33<br>15% |
| Don't Know | 4<br>0% | - | - | - | 1<br>0% | 1<br>0% | - | 3<br>1% | 3<br>1% | - | - | - | - |
| Mean | 2.35 | 2.36 | 2.26 | 2.39 | 2.27 | 2.23 | 2.34 | 2.37 | 2.37 | 2.37 | 2.41 | 2.26 | 2.46 |
| Standard Deviation | 1.43 | 1.47 | 1.40 | 1.49 | 1.38 | 1.38 | 1.39 | 1.45 | 1.40 | 1.55 | 1.43 | 1.39 | 1.44 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC037
QN20A: How likely would you be to use each of the following services if they were available at table-service restaurants is your area:
D. Home delivery of menu items?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| 1 (Not at all likely) | 654<br>41% | 319<br>43% | 334<br>40% | 590<br>42% | 58<br>33% | 30<br>15% | 105<br>27% | 131<br>40% | 108<br>48% | 121<br>62% | 158<br>67% | 423<br>44% | 227<br>37% |
| 2 | 203<br>13% | 99<br>13% | 105<br>12% | 191<br>14% | 13<br>7% | 21<br>10% | 66<br>17% | 44<br>13% | 27<br>12% | 18<br>9% | 27<br>11% | 121<br>13% | 80<br>13% |
| 3 | 238<br>15% | 98<br>13% | 140<br>17% | 196<br>14% | 43<br>24% | 56<br>27% | 51<br>13% | 61<br>19% | 41<br>18% | 17<br>9% | 12<br>5% | 149<br>16% | 90<br>15% |
| 4 | 175<br>11% | 86<br>12% | 89<br>11% | 159<br>11% | 15<br>8% | 43<br>21% | 56<br>14% | 29<br>9% | 18<br>8% | 20<br>10% | 8<br>3% | 90<br>9% | 83<br>14% |
| 5 (Very likely) | 306<br>19% | 136<br>18% | 170<br>20% | 257<br>18% | 47<br>27% | 55<br>27% | 111<br>29% | 60<br>18% | 34<br>15% | 18<br>9% | 29<br>12% | 169<br>18% | 133<br>22% |
| Don't Know | 4<br>0% | - | 4<br>0% | 4<br>0% | - | - | - | - | - | - | 4<br>2% | 3<br>0% | 1<br>0% |
| Mean | 2.54 | 2.49 | 2.59 | 2.50 | 2.89 | 3.35 | 3.01 | 2.52 | 2.30 | 1.95 | 1.81 | 2.43 | 2.70 |
| Standard Deviation | 1.57 | 1.57 | 1.57 | 1.56 | 1.60 | 1.37 | 1.60 | 1.54 | 1.49 | 1.41 | 1.40 | 1.55 | 1.59 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC038
QN20A: How likely would you be to use each of the following services if they were available at table-service restaurants is your area:
D. Home delivery of menu items?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| 1 (Not at all likely) | 654<br>41% | 252<br>35% | 266<br>42% | 132<br>61% | 205<br>39% | 218<br>40% | 196<br>46% | 230<br>35% | 103<br>57% | 52<br>30% | 87<br>42% | 103<br>43% | 128<br>49% | 109<br>41% | 89<br>44% | 85<br>37% |
| 2 | 203<br>13% | 114<br>16% | 74<br>12% | 16<br>7% | 73<br>14% | 76<br>14% | 53<br>12% | 86<br>13% | 16<br>9% | 35<br>20% | 25<br>12% | 38<br>16% | 24<br>9% | 30<br>12% | 27<br>13% | 25<br>11% |
| 3 | 238<br>15% | 108<br>15% | 106<br>17% | 18<br>8% | 78<br>15% | 76<br>14% | 65<br>15% | 119<br>18% | 21<br>12% | 32<br>18% | 42<br>20% | 38<br>16% | 37<br>14% | 40<br>15% | 22<br>11% | 27<br>12% |
| 4 | 175<br>11% | 107<br>15% | 57<br>9% | 9<br>4% | 72<br>14% | 64<br>12% | 27<br>6% | 73<br>11% | 13<br>7% | 21<br>12% | 23<br>11% | 31<br>13% | 27<br>10% | 29<br>11% | 16<br>8% | 27<br>12% |
| 5 (Very likely) | 306<br>19% | 132<br>19% | 135<br>21% | 37<br>17% | 100<br>19% | 115<br>21% | 79<br>19% | 140<br>22% | 26<br>14% | 33<br>19% | 31<br>15% | 33<br>14% | 43<br>17% | 55<br>21% | 48<br>24% | 63<br>28% |
| Don't Know | 4<br>0% | 1<br>0% | - | 3<br>1% | - | - | 4<br>1% | 3<br>0% | 1<br>1% | - | 1<br>0% | - | 3<br>1% | - | - | - |
| Mean | 2.54 | 2.65 | 2.56 | 2.07 | 2.60 | 2.60 | 2.38 | 2.70 | 2.13 | 2.70 | 2.45 | 2.39 | 2.36 | 2.58 | 2.54 | 2.82 |
| Standard Deviation | 1.57 | 1.53 | 1.59 | 1.58 | 1.56 | 1.59 | 1.56 | 1.56 | 1.52 | 1.49 | 1.49 | 1.47 | 1.56 | 1.60 | 1.66 | 1.68 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC039
QN20A: How likely would you be to use each of the following services if they were available at table-service restaurants is your area:
D. Home delivery of menu items?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| 1 (Not at all likely) | 654<br>41% | 166<br>43% | 36<br>43% | 130<br>43% | 160<br>39% | 103<br>39% | 58<br>40% | 205<br>43% | 138<br>42% | 68<br>44% | 122<br>40% | 23<br>28% | 99<br>44% |
| 2 | 203<br>13% | 46<br>12% | 17<br>21% | 29<br>9% | 59<br>14% | 36<br>14% | 22<br>15% | 51<br>11% | 33<br>10% | 18<br>12% | 47<br>15% | 10<br>12% | 38<br>17% |
| 3 | 238<br>15% | 58<br>15% | 10<br>13% | 48<br>16% | 68<br>17% | 45<br>17% | 23<br>16% | 73<br>15% | 51<br>16% | 21<br>14% | 39<br>13% | 20<br>24% | 19<br>9% |
| 4 | 175<br>11% | 31<br>8% | 6<br>7% | 26<br>8% | 44<br>11% | 34<br>13% | 10<br>7% | 57<br>12% | 44<br>13% | 13<br>9% | 42<br>14% | 11<br>14% | 31<br>14% |
| 5 (Very likely) | 306<br>19% | 84<br>22% | 13<br>16% | 71<br>23% | 74<br>18% | 42<br>16% | 32<br>22% | 91<br>19% | 63<br>19% | 29<br>19% | 57<br>19% | 19<br>23% | 38<br>17% |
| Don't Know | 4<br>0% | - | - | - | 1<br>0% | 1<br>0% | - | 3<br>1% | - | 3<br>2% | - | - | - |
| Mean | 2.54 | 2.54 | 2.31 | 2.60 | 2.54 | 2.53 | 2.56 | 2.54 | 2.58 | 2.45 | 2.56 | 2.93 | 2.43 |
| Standard Deviation | 1.57 | 1.61 | 1.49 | 1.64 | 1.54 | 1.51 | 1.59 | 1.58 | 1.58 | 1.59 | 1.56 | 1.53 | 1.56 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC040
QN20A: How likely would you be to use each of the following services if they were available at table-service restaurants is your area:
E. Catered items for at-home parties?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| 1 (Not at all likely) | 848<br>54% | 383<br>52% | 465<br>55% | 762<br>55% | 82<br>47% | 87<br>43% | 181<br>46% | 178<br>55% | 134<br>59% | 109<br>56% | 160<br>67% | 518<br>54% | 326<br>53% |
| 2 | 199<br>13% | 97<br>13% | 102<br>12% | 176<br>13% | 21<br>12% | 37<br>18% | 59<br>15% | 44<br>13% | 28<br>12% | 19<br>10% | 12<br>5% | 126<br>13% | 72<br>12% |
| 3 | 204<br>13% | 106<br>14% | 97<br>12% | 184<br>13% | 20<br>11% | 42<br>20% | 45<br>11% | 36<br>11% | 18<br>8% | 31<br>16% | 32<br>13% | 121<br>13% | 81<br>13% |
| 4 | 111<br>7% | 58<br>8% | 52<br>6% | 94<br>7% | 17<br>10% | 10<br>5% | 39<br>10% | 26<br>8% | 18<br>8% | 15<br>8% | 2<br>1% | 72<br>8% | 39<br>6% |
| 5 (Very likely) | 210<br>13% | 90<br>12% | 120<br>14% | 172<br>12% | 36<br>21% | 28<br>13% | 66<br>17% | 40<br>12% | 27<br>12% | 21<br>11% | 28<br>12% | 116<br>12% | 92<br>15% |
| Don't Know | 8<br>0% | 3<br>0% | 5<br>1% | 8<br>1% | - | 1<br>0% | - | 1<br>0% | 2<br>1% | - | 4<br>2% | 3<br>0% | 5<br>1% |
| Mean | 2.13 | 2.15 | 2.11 | 2.09 | 2.45 | 2.28 | 2.36 | 2.09 | 2.01 | 2.08 | 1.83 | 2.10 | 2.17 |
| Standard Deviation | 1.46 | 1.44 | 1.48 | 1.44 | 1.63 | 1.41 | 1.55 | 1.45 | 1.45 | 1.42 | 1.39 | 1.44 | 1.50 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC041
QN20A: How likely would you be to use each of the following services if they were available at table-service restaurants is your area:
E. Catered items for at-home parties?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT WEEKDAY | | | | | WEEKEND | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| 1 (Not at all likely) | 848<br>54% | 331<br>46% | 388<br>61% | 118<br>55% | 232<br>44% | 318<br>58% | 253<br>60% | 340<br>52% | 124<br>69% | 92<br>53% | 109<br>52% | 122<br>50% | 137<br>52% | 147<br>56% | 121<br>59% | 121<br>53% |
| 2 | 199<br>13% | 124<br>17% | 56<br>9% | 17<br>8% | 72<br>14% | 75<br>14% | 43<br>10% | 93<br>14% | 8<br>4% | 25<br>14% | 28<br>13% | 32<br>13% | 46<br>18% | 30<br>11% | 14<br>7% | 25<br>11% |
| 3 | 204<br>13% | 98<br>14% | 74<br>12% | 32<br>15% | 87<br>17% | 64<br>12% | 45<br>11% | 68<br>10% | 25<br>14% | 18<br>10% | 34<br>16% | 36<br>15% | 34<br>13% | 31<br>12% | 27<br>13% | 24<br>11% |
| 4 | 111<br>7% | 76<br>11% | 35<br>5% | - | 57<br>11% | 29<br>5% | 19<br>4% | 48<br>7% | 4<br>2% | 14<br>8% | 6<br>3% | 22<br>9% | 16<br>6% | 16<br>6% | 10<br>5% | 26<br>11% |
| 5 (Very likely) | 210<br>13% | 81<br>11% | 84<br>13% | 44<br>21% | 77<br>15% | 61<br>11% | 59<br>14% | 99<br>15% | 18<br>10% | 25<br>14% | 31<br>15% | 29<br>12% | 25<br>10% | 38<br>15% | 31<br>15% | 30<br>13% |
| Don't Know | 8<br>0% | 3<br>0% | 2<br>0% | 3<br>1% | 2<br>0% | 1<br>0% | 5<br>1% | 4<br>1% | 1<br>1% | - | 1<br>0% | 2<br>1% | 3<br>1% | 1<br>0% | - | 1<br>0% |
| Mean | 2.13 | 2.23 | 2.01 | 2.22 | 2.38 | 1.98 | 2.02 | 2.19 | 1.80 | 2.16 | 2.15 | 2.19 | 2.02 | 2.12 | 2.10 | 2.20 |
| Standard Deviation | 1.46 | 1.42 | 1.46 | 1.61 | 1.49 | 1.39 | 1.47 | 1.51 | 1.35 | 1.50 | 1.47 | 1.45 | 1.34 | 1.50 | 1.53 | 1.51 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC042
QN20A: How likely would you be to use each of the following services if they were available at table-service restaurants is your area:
E. Catered items for at-home parties?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| 1 (Not at all likely) | 848<br>54% | 206<br>53% | 40<br>49% | 166<br>55% | 213<br>52% | 120<br>46% | 93<br>64% | 246<br>51% | 164<br>50% | 82<br>54% | 184<br>60% | 49<br>59% | 135<br>60% |
| 2 | 199<br>13% | 45<br>12% | 8<br>10% | 37<br>12% | 48<br>12% | 42<br>16% | 6<br>4% | 62<br>13% | 42<br>13% | 20<br>13% | 44<br>14% | 10<br>12% | 34<br>15% |
| 3 | 204<br>13% | 42<br>11% | 12<br>15% | 30<br>10% | 70<br>17% | 54<br>21% | 16<br>11% | 60<br>12% | 49<br>15% | 11<br>7% | 33<br>11% | 9<br>10% | 24<br>11% |
| 4 | 111<br>7% | 32<br>8% | 7<br>8% | 25<br>8% | 25<br>6% | 17<br>7% | 8<br>5% | 34<br>7% | 26<br>8% | 8<br>6% | 19<br>6% | 4<br>5% | 15<br>7% |
| 5 (Very likely) | 210<br>13% | 57<br>15% | 15<br>18% | 42<br>14% | 50<br>12% | 28<br>11% | 22<br>15% | 75<br>16% | 46<br>14% | 29<br>19% | 28<br>9% | 12<br>14% | 17<br>7% |
| Don't Know | 8<br>0% | 4<br>1% | - | 4<br>1% | 1<br>0% | 1<br>0% | - | 3<br>1% | - | 3<br>2% | - | - | - |
| Mean | 2.13 | 2.19 | 2.37 | 2.14 | 2.14 | 2.20 | 2.02 | 2.22 | 2.23 | 2.22 | 1.91 | 2.03 | 1.87 |
| Standard Deviation | 1.46 | 1.52 | 1.59 | 1.50 | 1.43 | 1.37 | 1.53 | 1.52 | 1.48 | 1.60 | 1.34 | 1.48 | 1.28 |

# Alcoholic Beverage Service

Virtually all measures suggest alcoholic beverage consumption is in the midst of a long term decline. Nevertheless, alcoholic beverages are available at most tableservice restaurants where the per person dinner check is $8.00 or more. Although fewer than three in ten tableservice restaurants with the per person dinner check is less than $8.00 offer full beverage service, including beer, wine and distilled spirits, more than four in ten serve beer.

Eighty percent of tableservice restaurants with a $8.00 - $14.99 per person dinner check provide full beverage service and over 90 percent with $15.00+ checks serve beer, wine and distilled spirits.

When it comes to responsible practices, over eight out of 10 tableservice restaurants that serve alcoholic beverages report having a server training program. Although the surveys are not strictly comparable, this figure is well above the 56 percent of Association members serving alcoholic beverages that reported having a server training program in an earlier survey conducted in August 1988.

Nearly all tableservice restaurants that serve alcoholic beverages offer nonalcoholic beverages such as soft drinks and bottled water as well. The majority serve nonalcoholic beer, wine or mocktails too.

## Percent of Tableservice Restaurants Serving Alcoholic Beverages with Specific Alcohol Awareness Programs by dinner check size per person

| | <$8.00 | $8.00-$14.99 | $15.00-$24.99 | $25.00+ |
|---|---|---|---|---|
| Server training program | 79% | 83% | 84% | 91% |
| Alternative transportation for intoxicated customers | 54 | 72 | 79 | 81 |
| Written staff policy on what to do if a customer becomes intoxicated | 62 | 62 | 63 | 71 |
| Designated driver program | 29 | 30 | 30 | 31 |

Source: National Restaurant Association, Tableservice Operator Survey, 1990.

## Percent of Tableservice Restaurants Serving Alcoholic Beverages that Offer Nonalcoholic Beverages by dinner check size per person

| | <$8.00 | $8.00-$14.99 | $15.00-$24.99 | $25.00+ |
|---|---|---|---|---|
| Soft drinks, bottled water | 92% | 99% | 100% | 99% |
| Nonalcoholic beer, wine or mocktails | 63 | 85 | 88 | 89 |

Source: National Restaurant Association, Tableservice Operator Survey, 1990.

## Restaurants Serving Alcoholic Beverages by dinner check size per person

| | <$8.00 | $8.00-<br>$14.99 | $15.00-<br>$24.99 | $25.00+ |
|---|---|---|---|---|
| Beer | 42% | 88% | 97% | 96% |
| Wine | 38 | 88 | 97 | 99 |
| Distilled Spirits | 27 | 80 | 90 | 95 |
| Beer & Wine | 38 | 88 | 97 | 96 |
| Beer, Wine and distilled spirits | 27 | 80 | 90 | 95 |

Source: National Restaurant Association, Tableservice Operator Survey, 1990.

**QUESTION 7A:**
Does your tableservice restaurant serve beer?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 58<br>66% | 107<br>81% | 152<br>81% | 231<br>78% | 46<br>81% | 73<br>75% | 79<br>81% | 40<br>70% | 98<br>78% | 94<br>94% | 73<br>92% | 91<br>60% | 52<br>42% | 123<br>88% | 94<br>97% | 78<br>96% | 98<br>54% | 139<br>93% | 110<br>97% | 62<br>97% | 48<br>98% |
| NO | 30<br>34% | 25<br>19% | 35<br>19% | 65<br>22% | 11<br>19% | 24<br>25% | 18<br>19% | 17<br>30% | 28<br>22% | 6<br>6% | 6<br>8% | 60<br>40% | 72<br>58% | 17<br>12% | 3<br>3% | 3<br>4% | 82<br>46% | 10<br>7% | 3<br>3% | 2<br>3% | 1<br>2% |

**QUESTION 7B:**
Does your tableservice restaurant serve wine?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 58<br>66% | 105<br>80% | 150<br>80% | 230<br>78% | 46<br>81% | 71<br>73% | 78<br>80% | 39<br>68% | 98<br>78% | 95<br>95% | 72<br>91% | 88<br>58% | 47<br>38% | 123<br>88% | 94<br>97% | 80<br>99% | 93<br>52% | 139<br>93% | 112<br>99% | 63<br>98% | 49<br>100% |
| NO | 30<br>34% | 27<br>20% | 37<br>20% | 66<br>22% | 11<br>19% | 26<br>27% | 19<br>20% | 18<br>32% | 28<br>22% | 5<br>5% | 7<br>9% | 63<br>42% | 77<br>62% | 17<br>12% | 3<br>3% | 1<br>1% | 87<br>48% | 10<br>7% | 1<br>1% | 1<br>2% | -<br>- |

QUESTION 7C:
Does your tableservice restaurant serve distilled spirits?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 43<br>49% | 97<br>73% | 143<br>76% | 201<br>68% | 43<br>75% | 66<br>68% | 74<br>76% | 35<br>61% | 89<br>71% | 81<br>81% | 69<br>87% | 76<br>50% | 34<br>27% | 112<br>80% | 87<br>90% | 77<br>95% | 75<br>42% | 127<br>85% | 108<br>96% | 60<br>94% | 48<br>98% |
| NO | 45<br>51% | 35<br>27% | 44<br>24% | 95<br>32% | 14<br>25% | 31<br>32% | 23<br>24% | 22<br>39% | 37<br>29% | 19<br>19% | 10<br>13% | 75<br>50% | 90<br>73% | 28<br>20% | 10<br>10% | 4<br>5% | 105<br>58% | 22<br>15% | 5<br>4% | 4<br>6% | 1<br>2% |

QUESTION 7D:
Does your tableservice restaurant serve beer and wine?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 57<br>65% | 105<br>80% | 150<br>80% | 228<br>77% | 46<br>81% | 71<br>73% | 78<br>80% | 39<br>68% | 98<br>78% | 93<br>93% | 72<br>91% | 88<br>58% | 47<br>38% | 123<br>88% | 94<br>97% | 78<br>96% | 93<br>52% | 139<br>93% | 110<br>97% | 62<br>97% | 48<br>98% |
| NO | 31<br>35% | 27<br>20% | 37<br>20% | 68<br>23% | 11<br>19% | 26<br>27% | 19<br>20% | 18<br>32% | 28<br>22% | 7<br>7% | 7<br>9% | 63<br>42% | 77<br>62% | 17<br>12% | 3<br>3% | 3<br>4% | 87<br>48% | 10<br>7% | 3<br>3% | 2<br>3% | 1<br>2% |

## NATIONAL RESTAURANT ASSOCIATION

QUESTION 7E:
Does your tableservice restaurant serve beer, wine, and distilled spirits?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/ SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 43<br>49% | 97<br>73% | 143<br>76% | 201<br>68% | 43<br>75% | 66<br>68% | 74<br>76% | 35<br>61% | 89<br>71% | 81<br>81% | 69<br>87% | 76<br>50% | 34<br>27% | 112<br>80% | 87<br>90% | 77<br>95% | 75<br>42% | 127<br>85% | 108<br>96% | 60<br>94% | 48<br>98% |
| NO | 45<br>51% | 35<br>27% | 44<br>24% | 95<br>32% | 14<br>25% | 31<br>32% | 23<br>24% | 22<br>39% | 37<br>29% | 19<br>19% | 10<br>13% | 75<br>50% | 90<br>73% | 28<br>20% | 10<br>10% | 4<br>5% | 105<br>58% | 22<br>15% | 5<br>4% | 4<br>6% | 1<br>2% |

QUESTION 8A:
Does your tableservice restaurant offer non-alcoholic beverages such as soft drinks, or bottled water?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/ SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 59<br>100% | 107<br>100% | 152<br>100% | 233<br>100% | 46<br>100% | 73<br>100% | 79<br>100% | 40<br>100% | 98<br>100% | 96<br>100% | 73<br>100% | 91<br>100% | 52<br>100% | 123<br>100% | 94<br>100% | 80<br>100% | 98<br>100% | 139<br>100% | 112<br>100% | 63<br>100% | 49<br>100% |
| YES | 57<br>97% | 106<br>99% | 150<br>99% | 231<br>99% | 45<br>98% | 70<br>96% | 78<br>99% | 37<br>93% | 96<br>98% | 95<br>99% | 73<br>100% | 88<br>97% | 48<br>92% | 122<br>99% | 94<br>100% | 79<br>99% | 94<br>96% | 138<br>99% | 111<br>99% | 62<br>98% | 49<br>100% |
| NO | 2<br>3% | 1<br>1% | 2<br>1% | 2<br>1% | 1<br>2% | 3<br>4% | 1<br>1% | 3<br>8% | 2<br>2% | 1<br>1% | -<br>- | 3<br>3% | 4<br>8% | 1<br>1% | -<br>- | 1<br>1% | 4<br>4% | 1<br>1% | 1<br>1% | 1<br>2% | -<br>- |
| DON'T KNOW | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- |

QUESTION 8B:
Does your tableservice restaurant offer nonalcoholic beer and wine or mocktails?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 59<br>100% | 107<br>100% | 152<br>100% | 233<br>100% | 46<br>100% | 73<br>100% | 79<br>100% | 40<br>100% | 98<br>100% | 96<br>100% | 73<br>100% | 91<br>100% | 52<br>100% | 123<br>100% | 94<br>100% | 80<br>100% | 98<br>100% | 139<br>100% | 112<br>100% | 63<br>100% | 49<br>100% |
| YES | 42<br>71% | 89<br>83% | 134<br>88% | 192<br>82% | 37<br>80% | 62<br>85% | 65<br>82% | 34<br>85% | 79<br>81% | 79<br>82% | 65<br>89% | 74<br>81% | 33<br>63% | 104<br>85% | 83<br>88% | 71<br>89% | 71<br>72% | 120<br>86% | 100<br>89% | 57<br>90% | 43<br>88% |
| NO | 17<br>29% | 18<br>17% | 18<br>12% | 41<br>18% | 9<br>20% | 11<br>15% | 14<br>18% | 6<br>15% | 19<br>19% | 17<br>18% | 8<br>11% | 17<br>19% | 19<br>37% | 19<br>15% | 11<br>12% | 9<br>11% | 27<br>28% | 19<br>14% | 12<br>11% | 6<br>10% | 6<br>12% |
| DON'T KNOW | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- |

QUESTION 8C:
Does your tableservice restaurant have a designated driver program?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 59<br>100% | 107<br>100% | 152<br>100% | 233<br>100% | 46<br>100% | 73<br>100% | 79<br>100% | 40<br>100% | 98<br>100% | 96<br>100% | 73<br>100% | 91<br>100% | 52<br>100% | 123<br>100% | 94<br>100% | 80<br>100% | 98<br>100% | 139<br>100% | 112<br>100% | 63<br>100% | 49<br>100% |
| YES | 10<br>17% | 36<br>34% | 51<br>34% | 64<br>27% | 17<br>37% | 23<br>32% | 27<br>34% | 13<br>33% | 28<br>29% | 27<br>28% | 22<br>30% | 30<br>33% | 15<br>29% | 37<br>30% | 28<br>30% | 25<br>31% | 34<br>35% | 37<br>27% | 34<br>30% | 18<br>29% | 16<br>33% |
| NO | 49<br>83% | 69<br>64% | 101<br>66% | 167<br>72% | 29<br>63% | 50<br>68% | 52<br>66% | 27<br>68% | 70<br>71% | 68<br>71% | 50<br>68% | 61<br>67% | 37<br>71% | 85<br>69% | 66<br>70% | 54<br>68% | 64<br>65% | 101<br>73% | 77<br>69% | 44<br>70% | 33<br>67% |
| DON'T KNOW | -<br>- | 2<br>2% | -<br>- | 2<br>1% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 1<br>1% | 1<br>1% | -<br>- | -<br>- | 1<br>1% | -<br>- | 1<br>1% | -<br>- | 1<br>1% | 1<br>1% | 1<br>2% | -<br>- |

QUESTION 8D:
Does your tableservice restaurant have a server training program for staff?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 59<br>100% | 107<br>100% | 152<br>100% | 233<br>100% | 46<br>100% | 73<br>100% | 79<br>100% | 40<br>100% | 98<br>100% | 96<br>100% | 73<br>100% | 91<br>100% | 52<br>100% | 123<br>100% | 94<br>100% | 80<br>100% | 98<br>100% | 139<br>100% | 112<br>100% | 63<br>100% | 49<br>100% |
| YES | 38<br>64% | 93<br>87% | 135<br>89% | 191<br>82% | 40<br>87% | 65<br>89% | 69<br>87% | 36<br>90% | 80<br>82% | 80<br>83% | 66<br>90% | 75<br>82% | 41<br>79% | 102<br>83% | 79<br>84% | 73<br>91% | 79<br>81% | 115<br>83% | 101<br>90% | 55<br>87% | 46<br>94% |
| NO | 21<br>36% | 14<br>13% | 17<br>11% | 42<br>18% | 6<br>13% | 8<br>11% | 10<br>13% | 4<br>10% | 18<br>18% | 16<br>17% | 7<br>10% | 16<br>18% | 11<br>21% | 21<br>17% | 15<br>16% | 7<br>9% | 19<br>19% | 24<br>17% | 11<br>10% | 8<br>13% | 3<br>6% |
| DON'T KNOW | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- |

QUESTION 8E:
Does your tableservice restaurant provide alternative transportation to intoxicated customers?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 59<br>100% | 107<br>100% | 152<br>100% | 233<br>100% | 46<br>100% | 73<br>100% | 79<br>100% | 40<br>100% | 98<br>100% | 96<br>100% | 73<br>100% | 91<br>100% | 52<br>100% | 123<br>100% | 94<br>100% | 80<br>100% | 98<br>100% | 139<br>100% | 112<br>100% | 63<br>100% | 49<br>100% |
| YES | 36<br>61% | 77<br>72% | 119<br>78% | 164<br>70% | 37<br>80% | 53<br>73% | 59<br>75% | 31<br>78% | 67<br>68% | 72<br>75% | 57<br>78% | 64<br>70% | 28<br>54% | 88<br>72% | 74<br>79% | 65<br>81% | 61<br>62% | 104<br>75% | 90<br>80% | 51<br>81% | 39<br>80% |
| NO | 22<br>37% | 30<br>28% | 31<br>20% | 66<br>28% | 9<br>20% | 20<br>27% | 20<br>25% | 9<br>23% | 30<br>31% | 24<br>25% | 16<br>22% | 25<br>27% | 23<br>44% | 33<br>27% | 20<br>21% | 15<br>19% | 36<br>37% | 33<br>24% | 22<br>20% | 12<br>19% | 10<br>20% |
| DON'T KNOW | 1<br>2% | -<br>- | 2<br>1% | 3<br>1% | -<br>- | -<br>- | -<br>- | -<br>- | 1<br>1% | -<br>- | -<br>- | 2<br>2% | 1<br>2% | 2<br>2% | -<br>- | -<br>- | 1<br>1% | 2<br>1% | -<br>- | -<br>- | -<br>- |

QUESTION 8F:
Does your tableservice restaurant have a written policy for staff
on what to do if a customer becomes intoxicated?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/ SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 59<br>100% | 107<br>100% | 152<br>100% | 233<br>100% | 46<br>100% | 73<br>100% | 79<br>100% | 40<br>100% | 98<br>100% | 96<br>100% | 73<br>100% | 91<br>100% | 52<br>100% | 123<br>100% | 94<br>100% | 80<br>100% | 98<br>100% | 139<br>100% | 112<br>100% | 63<br>100% | 49<br>100% |
| YES | 30<br>51% | 61<br>57% | 110<br>72% | 133<br>57% | 33<br>72% | 58<br>79% | 56<br>71% | 35<br>88% | 66<br>67% | 52<br>54% | 53<br>73% | 57<br>63% | 32<br>62% | 76<br>62% | 59<br>63% | 57<br>71% | 64<br>65% | 86<br>62% | 74<br>66% | 40<br>63% | 34<br>69% |
| NO | 29<br>49% | 45<br>42% | 41<br>27% | 98<br>42% | 13<br>28% | 15<br>21% | 23<br>29% | 5<br>13% | 32<br>33% | 44<br>46% | 20<br>27% | 32<br>35% | 20<br>38% | 46<br>37% | 34<br>36% | 23<br>29% | 34<br>35% | 51<br>37% | 38<br>34% | 23<br>37% | 15<br>31% |
| DON'T KNOW | -<br>- | 1<br>1% | 1<br>1% | 2<br>1% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>2% | -<br>- | 1<br>1% | 1<br>1% | -<br>- | -<br>- | 2<br>1% | -<br>- | -<br>- | -<br>- |

## Service

Service is regarded as means of building a loyal customer base by many hospitality industry executives. A 1988 study by the Sandy Corporation found that 60 percent of hospitality executives surveyed--40 percent of whom were in the foodservice industry--rated ''service quality'' as a predominant reason customers buy their product.

Moreover, many tableservice operators feel that their customers are satisfied with the service they receive. More than 90 percent of those operators surveyed by the National Restaurant Association felt their customers were very satisfied' with the service they receive at their operations. Operations with an average dinner check of $15.00 or more had a slightly higher incidence of reporting that their customers were very satisfied with service than those with lower average checks, possibly since these higher check establishments have traditionally focused on service as a point of differentiation for their establishments. The incidence of reporting that consumers are very satisfied with service also increased as sales volume increased--from 85 percent for those operations with sales of less than $500,000 to 95 percent for operations with annual sales of $1 million or more.

Although the majority of tableservice operators believe that their patrons are satisfied with their service, an association Gallup survey indicates that consumers may not be as satisfied as operators believe. On a five-point scale, 60 percent of consumers surveyed were very satisfied with the service they receive at tableservice restaurants--a significantly lower portion than the operator survey indicates. Although fewer than one out of 10 respondents are very dissatisfied with service at restaurants and 32 percent are ambivalent. In general, men are slightly more satisfied than women with service. Adults between 18 and 24 were the most satisfied with service and those between 25 and 34 were the least satisfied overall.

To further analyze customers' perceptions about service, survey participants were asked to rate waitstaff in terms of whether they were excellent, good, fair or poor at performing the main elements of service. Among five service elements, about 75 percent of consumers surveyed rated waitstaff as good or excellent in delivering an accurately-totaled guest check and answering questions about menu items. More than half surveyed rated waitstaff good or excellent in providing timely service, recommending appropriate menu items and handling complaints.

### Delivering an accurate guest check

Waitstaff received the highest mark with 76 percent of those surveyed rated them ''good'' or ''excellent'' at delivering an accurate guest check. More men than women gave an ''excellent'' grade to waiters and waitresses in this regard. Adults between 35 and 44 rated gave waitstaff the highest rating (81 percent ''good'' or ''excellent'') for delivering an accurate guest check while adults 65 and over, who may be more budget-conscious when dining out, gave the lowest rating (70 percent ''good'' or ''excellent'').

Answering questions about menu items

Seventy-four percent of adults surveyed gave tableservice waitstaff a ''good'' or ''excellent'' grade in answering questions about menu items. Men graded waitstaff slightly higher than women (75 percent ''good'' or ''excellent'' compared with 72 percent) in answering their menu-related questions; adults between 45 and 54 gave waitstaff the highest ratings among age groups (79 percent ''good'' or 'excellent'') and 25 to 34 year-olds gave the lowest rating (67 percent ''good'' or ''excellent'').

Providing timely service

Timely service ranked third in terms of customer ratings, as 64 percent surveyed felt waitstaff were ''good'' or ''excellent'' at providing timely service. Women gave waitstaff higher ratings than men in terms of providing timely service--66 percent ''good'' or ''excellent'' compared with 63 percent. Respondents 65 years old and older, for many of whom time pressures are not terribly relevant, gave waitstaff the highest ratings for timely service (79 percent ''good'' or ''excellent'') while adults between 25 and 34 were somewhat less enthused about timeliness of service (53 percent ''good'' or ''excellent'').

Recommending appropriate menu items

Six out of 10 respondents rated waitstaff ''good'' or ''excellent'' in providing appropriate menu recommendations--a significantly smaller portion than rated them the same for answering questions about menu items. Both men and women rated waitstaff equally in terms of their ability to recommend menu choices. Waiters and waitresses received the highest ratings in this regard from adults 65 and over (72 percent ''good'' or excellent'') and the lowest rating from adults 25 to 34 (48 percent ''good'' or ''excellent'').

Handling complaints

Of the five elements, waitstaff received the lowest rating in handling complaints. One out of 10 survey respondents rated waitstaff as ''poor'' and one out of three rated them as ''fair'' when it came to handling complaints. Adults between 18 and 34 had the highest incidence of rating waitstaff poor or fair in this regard.

*a 4 or 5 on a 5-point scale where 5=very satisfied

### Tableservice operator perception of customer satisfaction with service, 1990

| | Average check size | | | |
|---|---|---|---|---|
| Percent saying customers | less than $8.00 | $8.00-$14.99 | $15.00-$24.99 | $25.00 and over |
| 1-not at all satisfied | 1% | 0 | 0 | 1% |
| 2 | 0 | 0 | 0 | 2 |
| 3 | 7 | 7 | 3 | 1 |
| 4 | 50 | 46 | 41 | 26 |
| 5-very satisfied | 41 | 44 | 55 | 68 |

| | Sales volume | | |
|---|---|---|---|
| Percent saying customers | less than $500,000 | $500,000-$999,999 | $1,000,000 and over |
| 1-not at all satisfied | 1% | 1% | 0% |
| 2 | 0 | 1 | 1 |
| 3 | 10 | 6 | 3 |
| 4 | 35 | 49 | 43 |
| 5-very satisfied | 53 | 40 | 52 |

Source: National Restaurant Association Tableservice Operator Survey, 1990

### Customer satisfaction with service at tableservice restaurants

| | Percent of respondents who are | | | | |
|---|---|---|---|---|---|
| | Very dissatisfied 1 | 2 | 3 | 4 | Very satisfied 5 |
| Total | 3% | 5% | 32% | 33% | 27% |
| Males | 3 | 7 | 34 | 34 | 22 |
| Females | 3 | 3 | 31 | 33 | 30 |
| 18 to 24 years old | 2 | 4 | 28 | 49 | 17 |
| 25 to 34 | 3 | 6 | 38 | 33 | 20 |
| 35 to 44 | 3 | 4 | 37 | 36 | 20 |
| 45 to 54 | 1 | 3 | 27 | 34 | 34 |
| 55 to 64 | 7 | 5 | 31 | 27 | 30 |
| 65 and over | 3 | 5 | 26 | 22 | 44 |

Source: National Restaurant Association Gallup Survey, September 1990

**Customers rating of waitstaff abilities for selected attributes**

| | Percent rating waitstaff: | | | |
|---|---|---|---|---|
| | Poor | Fair | Good | Excellent |
| Delivering an accurately-totaled guest check | 3% | 20% | 50% | 26% |
| Answering questions about menu items | 4 | 22 | 50 | 24 |
| Providing timely service | 4 | 31 | 50 | 14 |
| Recommending appropriate menu items | 6 | 33 | 45 | 15 |
| Handling complaints | 10 | 33 | 41 | 14 |

Source: National Restaurant Association Gallup Survey, September 1990

QUESTION 9:
How satisfied are your customers with the service provided by the service staff at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| 1-VERY DISSATISFIED | 1<br>1% | 1<br>1% | -<br>- | 2<br>1% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 1<br>1% | 1<br>1% | 1<br>1% | -<br>- | -<br>- | 1<br>1% | 1<br>1% | -<br>- | 1<br>1% | 1<br>2% | -<br>- |
| 2 | -<br>- | 1<br>1% | 1<br>1% | -<br>- | 2<br>4% | -<br>- | 2<br>2% | -<br>- | -<br>- | 1<br>1% | -<br>- | 1<br>1% | -<br>- | -<br>- | -<br>- | 2<br>2% | -<br>- | -<br>- | 2<br>2% | 2<br>3% | -<br>- |
| 3 | 9<br>10% | 8<br>6% | 6<br>3% | 19<br>6% | 1<br>2% | 5<br>5% | 2<br>2% | 4<br>7% | 5<br>4% | 4<br>4% | 3<br>4% | 13<br>9% | 9<br>7% | 10<br>7% | 3<br>3% | 1<br>1% | 14<br>8% | 7<br>5% | 2<br>2% | 2<br>3% | -<br>- |
| 4 | 31<br>35% | 65<br>49% | 80<br>43% | 125<br>42% | 17<br>30% | 47<br>48% | 33<br>34% | 31<br>54% | 50<br>40% | 36<br>36% | 39<br>49% | 69<br>46% | 62<br>50% | 65<br>46% | 40<br>41% | 21<br>26% | 86<br>48% | 68<br>46% | 34<br>30% | 20<br>31% | 14<br>29% |
| 5-VERY SATISFIED | 47<br>53% | 53<br>40% | 98<br>52% | 147<br>50% | 36<br>63% | 42<br>43% | 58<br>60% | 20<br>35% | 69<br>55% | 57<br>57% | 35<br>44% | 65<br>43% | 51<br>41% | 61<br>44% | 53<br>55% | 55<br>68% | 76<br>42% | 72<br>48% | 72<br>64% | 38<br>59% | 34<br>69% |
| DON'T KNOW | -<br>- | 4<br>3% | 2<br>1% | 3<br>1% | 1<br>2% | 3<br>3% | 2<br>2% | 2<br>4% | 2<br>2% | 2<br>2% | 1<br>1% | 2<br>1% | 1<br>1% | 4<br>3% | 1<br>1% | 1<br>1% | 3<br>2% | 2<br>1% | 2<br>2% | 1<br>2% | 1<br>2% |
| MEAN | 4.40 | 4.31 | 4.49 | 4.42 | 4.55 | 4.39 | 4.55 | 4.29 | 4.52 | 4.52 | 4.37 | 4.32 | 4.32 | 4.38 | 4.52 | 4.59 | 4.33 | 4.44 | 4.57 | 4.46 | 4.71 |
| STANDARD DEVIATION | 0.77 | 0.74 | 0.59 | 0.65 | 0.82 | 0.67 | 0.65 | 0.72 | 0.58 | 0.70 | 0.76 | 0.72 | 0.68 | 0.62 | 0.64 | 0.76 | 0.71 | 0.64 | 0.71 | 0.92 | 0.46 |
| STANDARD ERROR | 0.08 | 0.07 | 0.04 | 0.04 | 0.11 | 0.07 | 0.07 | 0.10 | 0.05 | 0.07 | 0.09 | 0.06 | 0.06 | 0.05 | 0.07 | 0.08 | 0.05 | 0.05 | 0.07 | 0.12 | 0.07 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CIMC079
QN21: How satisfied are you with the service you receive at table-service restaurants?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| 1 (Very dissatisfied) | 49<br>3% | 23<br>3% | 25<br>3% | 39<br>3% | 8<br>5% | 4<br>2% | 13<br>3% | 9<br>3% | 3<br>1% | 13<br>7% | 6<br>3% | 29<br>3% | 19<br>3% |
| 2 | 75<br>5% | 50<br>7% | 26<br>3% | 70<br>5% | 5<br>3% | 9<br>4% | 24<br>6% | 14<br>4% | 7<br>3% | 9<br>5% | 11<br>5% | 48<br>5% | 27<br>4% |
| 3 | 509<br>32% | 251<br>34% | 258<br>31% | 457<br>33% | 50<br>29% | 56<br>28% | 147<br>38% | 120<br>37% | 62<br>27% | 61<br>31% | 62<br>26% | 301<br>32% | 203<br>33% |
| 4 | 527<br>33% | 252<br>34% | 275<br>33% | 464<br>33% | 60<br>34% | 100<br>49% | 127<br>33% | 118<br>36% | 77<br>34% | 52<br>27% | 51<br>22% | 330<br>35% | 196<br>32% |
| 5 (Very satisfied) | 419<br>27% | 163<br>22% | 256<br>30% | 363<br>26% | 52<br>30% | 35<br>17% | 78<br>20% | 64<br>20% | 78<br>34% | 59<br>30% | 105<br>44% | 247<br>26% | 168<br>27% |
| Don't Know | 1<br>0% | - | 1<br>0% | 1<br>0% | - | - | - | - | - | - | 1<br>1% | - | 1<br>0% |
| Mean | 3.76 | 3.65 | 3.85 | 3.75 | 3.81 | 3.75 | 3.60 | 3.66 | 3.97 | 3.69 | 4.01 | 3.75 | 3.76 |
| Standard Deviation | 1.00 | 1.00 | .99 | .99 | 1.05 | .86 | .99 | .94 | .93 | 1.16 | 1.07 | .99 | 1.00 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC080
QN21: How satisfied are you with the service you receive at table-service restaurants?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| 1 (Very dissatisfied) | 49<br>3% | 12<br>2% | 28<br>4% | 8<br>4% | 14<br>3% | 18<br>3% | 16<br>4% | 23<br>3% | 3<br>2% | 7<br>4% | 13<br>6% | 6<br>3% | 3<br>1% | 11<br>4% | 7<br>4% | 1<br>0% |
| 2 | 75<br>5% | 33<br>5% | 33<br>5% | 9<br>4% | 25<br>5% | 23<br>4% | 24<br>6% | 22<br>3% | 4<br>2% | 23<br>13% | 4<br>2% | 5<br>2% | 17<br>7% | 9<br>4% | 7<br>3% | 10<br>5% |
| 3 | 509<br>32% | 270<br>38% | 169<br>26% | 64<br>30% | 186<br>35% | 187<br>34% | 107<br>25% | 201<br>31% | 53<br>29% | 44<br>25% | 70<br>33% | 82<br>34% | 80<br>31% | 82<br>31% | 80<br>39% | 71<br>31% |
| 4 | 527<br>33% | 282<br>40% | 223<br>35% | 19<br>9% | 209<br>40% | 176<br>32% | 122<br>29% | 219<br>34% | 56<br>31% | 61<br>35% | 76<br>36% | 89<br>37% | 97<br>37% | 74<br>28% | 56<br>28% | 74<br>33% |
| 5 (Very satisfied) | 419<br>27% | 115<br>16% | 185<br>29% | 115<br>53% | 95<br>18% | 143<br>26% | 153<br>36% | 188<br>29% | 64<br>35% | 38<br>22% | 46<br>22% | 61<br>25% | 63<br>24% | 87<br>33% | 53<br>26% | 71<br>31% |
| Don't Know | 1<br>0% | - | 1<br>0% | - | - | - | 1<br>0% | - | 1<br>1% | - | - | - | 1<br>1% | - | - | - |
| Mean | 3.76 | 3.64 | 3.79 | 4.04 | 3.66 | 3.74 | 3.88 | 3.81 | 3.97 | 3.57 | 3.66 | 3.80 | 3.77 | 3.82 | 3.69 | 3.90 |
| Standard Deviation | 1.00 | .87 | 1.06 | 1.16 | .92 | 1.00 | 1.08 | 1.00 | .94 | 1.11 | 1.05 | .93 | .93 | 1.06 | 1.01 | .92 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC081
QN21: How satisfied are you with the service you receive at table-service restaurants?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| 1 (Very dissatisfied) | 49<br>3% | 15<br>4% | - | 15<br>5% | 10<br>2% | 2<br>1% | 7<br>5% | 17<br>4% | 6<br>2% | 11<br>7% | 8<br>3% | 1<br>1% | 7<br>3% |
| 2 | 75<br>5% | 14<br>4% | 4<br>5% | 10<br>3% | 20<br>5% | 14<br>5% | 6<br>4% | 15<br>3% | 11<br>3% | 3<br>2% | 27<br>9% | 5<br>6% | 22<br>10% |
| 3 | 509<br>32% | 121<br>31% | 31<br>38% | 90<br>30% | 145<br>36% | 104<br>40% | 41<br>28% | 135<br>28% | 87<br>27% | 48<br>32% | 107<br>35% | 36<br>44% | 71<br>32% |
| 4 | 527<br>33% | 117<br>30% | 30<br>36% | 88<br>29% | 138<br>34% | 83<br>32% | 55<br>38% | 155<br>32% | 103<br>32% | 52<br>34% | 116<br>38% | 27<br>32% | 90<br>40% |
| 5 (Very satisfied) | 419<br>27% | 118<br>31% | 18<br>22% | 100<br>33% | 94<br>23% | 58<br>22% | 36<br>25% | 158<br>33% | 119<br>36% | 38<br>25% | 49<br>16% | 13<br>16% | 36<br>16% |
| Don't Know | 1<br>0% | 1<br>0% | - | 1<br>0% | - | - | - | - | - | - | - | - | - |
| Mean | 3.76 | 3.81 | 3.74 | 3.83 | 3.71 | 3.70 | 3.73 | 3.88 | 3.97 | 3.68 | 3.56 | 3.56 | 3.56 |
| Standard Deviation | 1.00 | 1.04 | .86 | 1.08 | .96 | .90 | 1.05 | 1.02 | .97 | 1.10 | .95 | .89 | .98 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC082
QN22: Based on recent experience, how good a job do waiters and waitresses at table-service restaurants do at the following:
A. Answering questions about menu items?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580 | 738 | 842 | 1396 | 175 | 205 | 390 | 325 | 228 | 195 | 237 | 955 | 614 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Excellent | 374 | 172 | 202 | 333 | 39 | 47 | 68 | 73 | 58 | 58 | 71 | 214 | 159 |
| (4) | 24% | 23% | 24% | 24% | 22% | 23% | 18% | 22% | 25% | 30% | 30% | 22% | 26% |
| Good | 788 | 387 | 401 | 706 | 77 | 100 | 192 | 173 | 123 | 85 | 114 | 497 | 283 |
| (3) | 50% | 52% | 48% | 51% | 44% | 49% | 49% | 53% | 54% | 44% | 48% | 52% | 46% |
| Fair | 352 | 151 | 200 | 305 | 46 | 51 | 106 | 71 | 36 | 44 | 45 | 209 | 141 |
| (2) | 22% | 20% | 24% | 22% | 26% | 25% | 27% | 22% | 16% | 23% | 19% | 22% | 23% |
| Poor | 58 | 24 | 33 | 45 | 12 | 8 | 24 | 8 | 8 | 3 | 7 | 27 | 30 |
| (1) | 4% | 3% | 4% | 3% | 7% | 4% | 6% | 2% | 4% | 2% | 3% | 3% | 5% |
| Don't Know | 9 | 4 | 5 | 7 | 1 | - | - | 1 | 2 | 4 | 1 | 6 | 1 |
| | 1% | 1% | 1% | 0% | 1% | | | 0% | 1% | 2% | 0% | 1% | 0% |
| Mean | 2.94 | 2.96 | 2.92 | 2.96 | 2.82 | 2.91 | 2.78 | 2.96 | 3.02 | 3.04 | 3.05 | 2.95 | 2.93 |
| Standard Deviation | .78 | .76 | .80 | .77 | .86 | .79 | .80 | .73 | .75 | .78 | .78 | .75 | .83 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC083
QN22: Based on recent experience, how good a job do waiters and waitresses at table-service restaurants do at the following:
A. Answering questions about menu items?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| Excellent (4) | 374<br>24% | 152<br>21% | 159<br>25% | 56<br>26% | 121<br>23% | 111<br>20% | 125<br>30% | 147<br>23% | 54<br>30% | 39<br>23% | 57<br>27% | 53<br>22% | 58<br>22% | 59<br>23% | 55<br>27% | 53<br>23% |
| Good (3) | 788<br>50% | 394<br>55% | 301<br>47% | 90<br>42% | 279<br>53% | 283<br>52% | 181<br>43% | 312<br>48% | 81<br>45% | 88<br>50% | 99<br>47% | 142<br>58% | 131<br>50% | 139<br>53% | 87<br>43% | 102<br>45% |
| Fair (2) | 352<br>22% | 145<br>20% | 139<br>22% | 67<br>31% | 106<br>20% | 129<br>23% | 100<br>24% | 158<br>24% | 41<br>23% | 35<br>20% | 47<br>23% | 41<br>17% | 63<br>24% | 56<br>21% | 53<br>26% | 56<br>25% |
| Poor (1) | 58<br>4% | 19<br>3% | 36<br>6% | 2<br>1% | 20<br>4% | 25<br>5% | 13<br>3% | 30<br>5% | 3<br>2% | 12<br>7% | 6<br>3% | 7<br>3% | 7<br>3% | 6<br>2% | 5<br>2% | 14<br>6% |
| Don't Know | 9<br>1% | 3<br>0% | 5<br>1% | - | 2<br>0% | - | 4<br>1% | 3<br>1% | 1<br>1% | - | - | - | 2<br>1% | 2<br>1% | 3<br>2% | 1<br>1% |
| Mean | 2.94 | 2.96 | 2.92 | 2.93 | 2.95 | 2.88 | 3.00 | 2.89 | 3.03 | 2.89 | 2.98 | 2.99 | 2.93 | 2.97 | 2.96 | 2.86 |
| Standard Deviation | .78 | .73 | .83 | .79 | .76 | .78 | .81 | .80 | .78 | .84 | .79 | .71 | .76 | .73 | .80 | .85 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC084
QN22: Based on recent experience, how good a job do waiters and waitresses at table-service restaurants do at the following:
A. Answering questions about menu items?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| Excellent (4) | 374<br>24% | 91<br>23% | 22<br>27% | 68<br>22% | 93<br>23% | 61<br>23% | 32<br>22% | 120<br>25% | 90<br>27% | 29<br>19% | 71<br>23% | 22<br>27% | 49<br>22% |
| Good (3) | 788<br>50% | 197<br>51% | 47<br>57% | 149<br>49% | 211<br>52% | 137<br>52% | 74<br>51% | 231<br>48% | 156<br>48% | 74<br>49% | 149<br>48% | 36<br>43% | 113<br>50% |
| Fair (2) | 352<br>22% | 88<br>23% | 13<br>15% | 75<br>25% | 86<br>21% | 53<br>20% | 33<br>23% | 114<br>24% | 76<br>23% | 38<br>25% | 63<br>21% | 17<br>21% | 46<br>20% |
| Poor (1) | 58<br>4% | 9<br>2% | - | 9<br>3% | 14<br>4% | 9<br>3% | 5<br>4% | 14<br>3% | 5<br>2% | 8<br>6% | 20<br>7% | 7<br>9% | 13<br>6% |
| Don't Know | 9<br>1% | 1<br>0% | - | 1<br>0% | 1<br>0% | 1<br>0% | - | 2<br>1% | - | 2<br>2% | 4<br>1% | - | 4<br>2% |
| Mean | 2.94 | 2.96 | 3.12 | 2.91 | 2.95 | 2.96 | 2.92 | 2.96 | 3.01 | 2.83 | 2.89 | 2.87 | 2.90 |
| Standard Deviation | .78 | .75 | .65 | .77 | .76 | .76 | .77 | .78 | .76 | .81 | .84 | .92 | .81 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC085
QN22: Based on recent experience, how good a job do waiters and waitresses at table-service restaurants do at the following:
B. Recommending appropriate menu items?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| Excellent (4) | 236<br>15% | 116<br>16% | 120<br>14% | 214<br>15% | 21<br>12% | 23<br>11% | 43<br>11% | 42<br>13% | 40<br>18% | 33<br>17% | 56<br>24% | 134<br>14% | 102<br>17% |
| Good (3) | 704<br>45% | 319<br>43% | 385<br>46% | 619<br>44% | 82<br>47% | 92<br>45% | 145<br>37% | 158<br>49% | 107<br>47% | 89<br>45% | 113<br>48% | 437<br>46% | 260<br>42% |
| Fair (2) | 524<br>33% | 240<br>33% | 284<br>34% | 474<br>34% | 49<br>28% | 72<br>35% | 172<br>44% | 98<br>30% | 68<br>30% | 62<br>32% | 52<br>22% | 307<br>32% | 216<br>35% |
| Poor (1) | 94<br>6% | 51<br>7% | 43<br>5% | 69<br>5% | 23<br>13% | 17<br>8% | 30<br>8% | 21<br>6% | 8<br>4% | 7<br>3% | 11<br>5% | 64<br>7% | 29<br>5% |
| Don't Know | 21<br>1% | 12<br>2% | 9<br>1% | 20<br>1% | - | 1<br>0% | - | 6<br>2% | 4<br>2% | 5<br>3% | 5<br>2% | 13<br>1% | 8<br>1% |
| Mean | 2.69 | 2.69 | 2.70 | 2.71 | 2.58 | 2.59 | 2.51 | 2.69 | 2.80 | 2.78 | 2.92 | 2.68 | 2.72 |
| Standard Deviatio: | .80 | .82 | .78 | .79 | .87 | .80 | .79 | .78 | .77 | .77 | .81 | .80 | .80 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CIMC086
QN22: Based on recent experience, how good a job do waiters and waitresses at table-service restaurants do at the following:
B. Recommending appropriate menu items?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| Excellent (4) | 236<br>15% | 96<br>13% | 90<br>14% | 50<br>23% | 73<br>14% | 77<br>14% | 76<br>18% | 81<br>12% | 39<br>22% | 34<br>20% | 34<br>16% | 31<br>13% | 21<br>8% | 47<br>18% | 24<br>12% | 47<br>21% |
| Good (3) | 704<br>45% | 333<br>47% | 283<br>44% | 85<br>39% | 234<br>44% | 241<br>44% | 198<br>47% | 294<br>45% | 83<br>46% | 61<br>35% | 101<br>48% | 116<br>48% | 133<br>51% | 113<br>43% | 101<br>50% | 79<br>35% |
| Fair (2) | 524<br>33% | 224<br>31% | 215<br>34% | 78<br>36% | 189<br>36% | 186<br>34% | 118<br>28% | 236<br>36% | 46<br>26% | 64<br>37% | 62<br>30% | 85<br>35% | 89<br>34% | 85<br>32% | 54<br>26% | 86<br>38% |
| Poor (1) | 94<br>6% | 49<br>7% | 42<br>7% | 2<br>1% | 27<br>5% | 37<br>7% | 24<br>6% | 35<br>5% | 7<br>4% | 11<br>7% | 13<br>6% | 8<br>3% | 14<br>5% | 16<br>6% | 19<br>9% | 13<br>6% |
| Don't Know | 21<br>1% | 12<br>2% | 9<br>1% | - | 5<br>1% | 6<br>1% | 7<br>2% | 5<br>1% | 4<br>2% | 3<br>2% | - | 2<br>1% | 5<br>2% | 2<br>1% | 6<br>3% | 2<br>1% |
| Mean | 2.69 | 2.68 | 2.67 | 2.85 | 2.67 | 2.66 | 2.78 | 2.65 | 2.88 | 2.69 | 2.74 | 2.71 | 2.62 | 2.73 | 2.66 | 2.71 |
| Standard Deviation | .80 | .80 | .80 | .79 | .78 | .81 | .81 | .77 | .80 | .87 | .80 | .73 | .71 | .82 | .82 | .86 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CFMC087
QN22: Based on recent experience, how good a job do waiters and waitresses at table-service restaurants do at the following:
B. Recommending appropriate menu items?

|  |  | EAST |  |  | MIDWEST |  |  | SOUTH |  |  | WEST |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| Excellent (4) | 236<br>15% | 58<br>15% | 13<br>16% | 45<br>15% | 62<br>15% | 41<br>16% | 21<br>15% | 76<br>16% | 58<br>18% | 17<br>11% | 40<br>13% | 7<br>9% | 33<br>15% |
| Good (3) | 704<br>45% | 160<br>42% | 38<br>46% | 123<br>40% | 179<br>44% | 117<br>45% | 62<br>43% | 217<br>45% | 148<br>45% | 69<br>45% | 148<br>48% | 50<br>60% | 98<br>44% |
| Fair (2) | 524<br>33% | 145<br>38% | 32<br>39% | 113<br>37% | 134<br>33% | 88<br>34% | 46<br>32% | 154<br>32% | 98<br>30% | 56<br>37% | 91<br>30% | 20<br>24% | 71<br>32% |
| Poor (1) | 94<br>6% | 21<br>6% | - | 21<br>7% | 21<br>5% | 12<br>5% | 9<br>6% | 30<br>6% | 22<br>7% | 8<br>5% | 22<br>7% | 6<br>7% | 16<br>7% |
| Don't Know | 21<br>1% | 1<br>0% | - | 1<br>0% | 10<br>2% | 3<br>1% | 7<br>5% | 4<br>1% | 1<br>0% | 2<br>2% | 7<br>2% | - | 7<br>3% |
| Mean | 2.69 | 2.66 | 2.77 | 2.64 | 2.71 | 2.72 | 2.69 | 2.71 | 2.75 | 2.64 | 2.69 | 2.71 | 2.68 |
| Standard Deviation | .80 | .80 | .71 | .82 | .79 | .79 | .81 | .81 | .83 | .76 | .79 | .73 | .82 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC088
QN22: Based on recent experience, how good a job do waiters and waitresses at table-service restaurants do at the following:
C. Delivering an accurately-totaled guest check?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| Excellent (4) | 410<br>26% | 212<br>29% | 198<br>23% | 377<br>27% | 32<br>18% | 53<br>26% | 105<br>27% | 84<br>26% | 63<br>28% | 52<br>27% | 53<br>22% | 250<br>26% | 159<br>26% |
| Good (3) | 787<br>50% | 370<br>50% | 417<br>50% | 691<br>49% | 94<br>54% | 98<br>48% | 188<br>48% | 180<br>55% | 115<br>51% | 91<br>46% | 115<br>48% | 509<br>53% | 273<br>45% |
| Fair (2) | 313<br>20% | 127<br>17% | 186<br>22% | 272<br>19% | 37<br>21% | 46<br>23% | 80<br>21% | 51<br>16% | 44<br>19% | 43<br>22% | 49<br>21% | 160<br>17% | 150<br>24% |
| Poor (1) | 54<br>3% | 23<br>3% | 31<br>4% | 45<br>3% | 9<br>5% | 7<br>3% | 17<br>4% | 9<br>3% | 4<br>2% | 10<br>5% | 9<br>4% | 32<br>3% | 22<br>4% |
| Don't Know | 13<br>1% | 6<br>1% | 7<br>1% | 9<br>1% | 3<br>2% | - | - | 1<br>0% | 2<br>1% | - | 10<br>4% | 4<br>0% | 8<br>1% |
| Refused | 2<br>0% | - | 2<br>0% | 2<br>0% | - | - | - | - | - | - | 2<br>1% | - | 2<br>0% |
| Mean | 2.99 | 3.05 | 2.94 | 3.01 | 2.87 | 2.97 | 2.98 | 3.05 | 3.05 | 2.95 | 2.94 | 3.03 | 2.94 |
| Standard Deviation | .78 | .77 | .78 | .77 | .77 | .79 | .81 | .73 | .73 | .83 | .78 | .75 | .81 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC089
QN22: Based on recent experience, how good a job do waiters and waitresses at table-service restaurants do at the following:
C. Delivering an accurately-totaled guest check?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| Excellent (4) | 410<br>26% | 194<br>27% | 144<br>23% | 66<br>30% | 146<br>28% | 123<br>22% | 124<br>29% | 148<br>23% | 50<br>28% | 45<br>26% | 56<br>27% | 57<br>23% | 56<br>21% | 72<br>27% | 49<br>24% | 76<br>33% |
| Good (3) | 787<br>50% | 372<br>52% | 324<br>51% | 89<br>42% | 281<br>53% | 279<br>51% | 190<br>45% | 331<br>51% | 79<br>44% | 74<br>43% | 106<br>51% | 134<br>55% | 148<br>56% | 134<br>51% | 93<br>46% | 98<br>43% |
| Fair (2) | 313<br>20% | 124<br>17% | 134<br>21% | 52<br>24% | 87<br>16% | 125<br>23% | 83<br>20% | 142<br>22% | 41<br>23% | 45<br>26% | 33<br>16% | 46<br>19% | 48<br>18% | 50<br>19% | 50<br>25% | 42<br>18% |
| Poor (1) | 54<br>3% | 20<br>3% | 29<br>5% | 5<br>2% | 14<br>3% | 18<br>3% | 18<br>4% | 24<br>4% | 7<br>4% | 10<br>6% | 14<br>7% | 4<br>1% | 9<br>3% | 4<br>2% | 7<br>3% | 7<br>3% |
| Don't Know | 13<br>1% | 1<br>0% | 8<br>1% | 3<br>1% | - | 2<br>0% | 9<br>2% | 5<br>1% | 2<br>1% | - | - | 3<br>1% | 2<br>1% | - | 4<br>2% | 4<br>2% |
| Refused | 2<br>0% | 2<br>0% | - | - | - | 2<br>0% | - | - | 2<br>1% | - | - | - | - | 2<br>1% | - | - |
| Mean | 2.99 | 3.04 | 2.92 | 3.02 | 3.06 | 2.93 | 3.01 | 2.93 | 2.97 | 2.89 | 2.98 | 3.01 | 2.96 | 3.05 | 2.93 | 3.09 |
| Standard Deviation | .78 | .75 | .79 | .81 | .74 | .76 | .82 | .77 | .82 | .86 | .83 | .70 | .73 | .73 | .80 | .81 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC090
QN22: Based on recent experience, how good a job do waiters and waitresses at table-service restaurants do at the following:
C. Delivering an accurately-totaled guest check?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| Excellent (4) | 410<br>26% | 101<br>26% | 24<br>29% | 77<br>25% | 102<br>25% | 73<br>28% | 29<br>20% | 120<br>25% | 83<br>25% | 37<br>25% | 87<br>28% | 33<br>39% | 55<br>24% |
| Good (3) | 787<br>50% | 201<br>52% | 43<br>52% | 158<br>52% | 210<br>52% | 136<br>52% | 74<br>51% | 236<br>49% | 172<br>52% | 64<br>42% | 140<br>46% | 30<br>36% | 110<br>49% |
| Fair (2) | 313<br>20% | 78<br>20% | 16<br>19% | 62<br>20% | 68<br>17% | 41<br>16% | 28<br>19% | 103<br>21% | 63<br>19% | 39<br>26% | 64<br>21% | 13<br>16% | 51<br>23% |
| Poor (1) | 54<br>3% | 6<br>2% | - | 6<br>2% | 20<br>5% | 8<br>3% | 11<br>8% | 15<br>3% | 5<br>2% | 9<br>6% | 14<br>5% | 7<br>8% | 7<br>3% |
| Don't Know | 13<br>1% | - | - | - | 7<br>2% | 4<br>2% | 3<br>2% | 6<br>1% | 4<br>1% | 2<br>2% | - | - | - |
| Refused | 2<br>0% | - | - | - | - | - | - | - | - | - | 2<br>1% | - | 2<br>1% |
| Mean | 2.99 | 3.03 | 3.10 | 3.01 | 2.99 | 3.06 | 2.85 | 2.98 | 3.03 | 2.87 | 2.98 | 3.07 | 2.95 |
| Standard Deviation | .78 | .72 | .69 | .73 | .79 | .76 | .84 | .77 | .72 | .87 | .83 | .95 | .78 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC09:
QN22: Based on recent experience, how good a job do waiters and waitresses at table-service restaurants do at the following:
D. Providing timely service?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| Excellent (4) | 223<br>14% | 99<br>13% | 125<br>15% | 196<br>14% | 26<br>15% | 14<br>7% | 42<br>11% | 42<br>13% | 38<br>17% | 35<br>18% | 52<br>22% | 118<br>12% | 105<br>17% |
| Good (3) | 797<br>50% | 367<br>50% | 430<br>51% | 708<br>51% | 86<br>49% | 107<br>52% | 165<br>42% | 176<br>54% | 126<br>55% | 87<br>45% | 135<br>57% | 513<br>54% | 280<br>46% |
| Fair (2) | 493<br>31% | 233<br>32% | 260<br>31% | 435<br>31% | 53<br>30% | 76<br>37% | 162<br>42% | 93<br>29% | 48<br>21% | 67<br>34% | 47<br>20% | 290<br>30% | 196<br>32% |
| Poor (1) | 61<br>4% | 37<br>5% | 24<br>3% | 50<br>4% | 10<br>6% | 8<br>4% | 21<br>5% | 14<br>4% | 14<br>6% | 2<br>1% | 2<br>1% | 29<br>3% | 32<br>5% |
| Don't Know | 6<br>0% | 3<br>0% | 3<br>0% | 6<br>0% | - | - | - | - | 1<br>1% | 3<br>2% | 1<br>1% | 5<br>0% | 1<br>0% |
| Mean | 2.75 | 2.72 | 2.78 | 2.76 | 2.73 | 2.62 | 2.59 | 2.75 | 2.83 | 2.81 | 3.00 | 2.76 | 2.75 |
| Standard Deviation | .74 | .76 | .73 | .73 | .79 | .67 | .75 | .73 | .78 | .74 | .68 | .70 | .80 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC092
QN22: Based on recent experience, how good a job do waiters and waitresses at table-service restaurants do at the following:
D. Providing timely service?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| - | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| Excellent (4) | 223<br>14% | 77<br>11% | 94<br>15% | 52<br>24% | 58<br>11% | 74<br>13% | 84<br>20% | 84<br>13% | 41<br>23% | 33<br>19% | 30<br>14% | 30<br>12% | 22<br>8% | 37<br>14% | 30<br>15% | 42<br>19% |
| Good (3) | 797<br>50% | 383<br>54% | 311<br>49% | 98<br>46% | 291<br>55% | 269<br>49% | 203<br>48% | 345<br>53% | 82<br>46% | 80<br>46% | 108<br>52% | 143<br>59% | 135<br>51% | 125<br>48% | 104<br>51% | 103<br>45% |
| Fair (2) | 493<br>31% | 223<br>31% | 202<br>32% | 60<br>28% | 157<br>30% | 183<br>33% | 118<br>28% | 198<br>30% | 54<br>30% | 45<br>26% | 63<br>30% | 61<br>25% | 93<br>35% | 96<br>36% | 63<br>31% | 74<br>33% |
| Poor (1) | 61<br>4% | 28<br>4% | 28<br>4% | 5<br>2% | 20<br>4% | 23<br>4% | 16<br>4% | 23<br>4% | 1<br>1% | 16<br>9% | 9<br>4% | 10<br>4% | 12<br>5% | 5<br>2% | 2<br>1% | 7<br>3% |
| Don't Know | 6<br>0% | 1<br>0% | 5<br>1% | - | 1<br>0% | - | 3<br>1% | 1<br>0% | 1<br>1% | - | - | - | - | - | 5<br>2% | 1<br>1% |
| Mean | 2.75 | 2.72 | 2.74 | 2.92 | 2.73 | 2.72 | 2.84 | 2.75 | 2.81 | 2.75 | 2.75 | 2.79 | 2.64 | 2.74 | 2.82 | 2.80 |
| Standard Deviation | .74 | .71 | .76 | .79 | .70 | .75 | .78 | .72 | .75 | .87 | .75 | .70 | .71 | .72 | .69 | .77 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC093
QN22: Based on recent experience, how good a job do waiters and waitresses at table-service restaurants do at the following:
D. Providing timely service?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| Excellent (4) | 223<br>14% | 50<br>13% | 10<br>12% | 40<br>13% | 60<br>15% | 40<br>15% | 20<br>14% | 80<br>17% | 57<br>17% | 23<br>15% | 33<br>11% | 9<br>11% | 24<br>11% |
| Good (3) | 797<br>50% | 194<br>50% | 40<br>48% | 155<br>51% | 214<br>53% | 129<br>50% | 85<br>58% | 240<br>50% | 173<br>53% | 67<br>44% | 149<br>48% | 37<br>45% | 112<br>50% |
| Fair (2) | 493<br>31% | 123<br>32% | 30<br>36% | 93<br>31% | 116<br>28% | 88<br>34% | 28<br>19% | 146<br>30% | 87<br>27% | 59<br>39% | 108<br>35% | 31<br>38% | 77<br>34% |
| Poor (1) | 61<br>4% | 17<br>4% | 2<br>3% | 15<br>5% | 16<br>4% | 4<br>2% | 12<br>8% | 13<br>3% | 11<br>3% | 2<br>1% | 14<br>5% | 6<br>7% | 9<br>4% |
| Don't Know | 6<br>0% | 1<br>0% | - | 1<br>0% | - | - | - | 1<br>0% | - | 1<br>1% | 3<br>1% | - | 3<br>1% |
| Mean | 2.75 | 2.72 | 2.70 | 2.73 | 2.78 | 2.79 | 2.78 | 2.81 | 2.84 | 2.74 | 2.66 | 2.59 | 2.68 |
| Standard Deviation | .74 | .74 | .73 | .75 | .74 | .71 | .80 | .74 | .74 | .73 | .73 | .78 | .72 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC094
QN22: Based on recent experience, how good a job do waiters and waitresses at table-service restaurants do at the following:
E. Handling complaints?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE- MALE | WHITE | NON- WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR- RIED | NOT MAR- RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580 | 738 | 842 | 1396 | 175 | 205 | 390 | 325 | 228 | 195 | 237 | 955 | 614 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Excellent | 213 | 108 | 106 | 188 | 25 | 12 | 37 | 37 | 47 | 31 | 49 | 129 | 84 |
| (4) | 14% | 15% | 13% | 13% | 14% | 6% | 9% | 11% | 21% | 16% | 21% | 13% | 14% |
| Good | 644 | 299 | 346 | 574 | 68 | 82 | 160 | 147 | 87 | 68 | 100 | 408 | 232 |
| (3) | 41% | 40% | 41% | 41% | 39% | 40% | 41% | 45% | 38% | 35% | 42% | 43% | 38% |
| Fair | 514 | 229 | 286 | 455 | 56 | 87 | 139 | 112 | 64 | 66 | 47 | 304 | 207 |
| (2) | 33% | 31% | 34% | 33% | 32% | 42% | 36% | 34% | 28% | 34% | 20% | 32% | 34% |
| Poor | 163 | 81 | 82 | 136 | 25 | 22 | 49 | 26 | 21 | 21 | 23 | 83 | 80 |
| (1) | 10% | 11% | 10% | 10% | 14% | 11% | 13% | 8% | 9% | 11% | 10% | 9% | 13% |
| Don't Know | 45 | 23 | 22 | 43 | 1 | 2 | 5 | 3 | 9 | 10 | 17 | 31 | 13 |
| | 3% | 3% | 3% | 3% | 1% | 1% | 1% | 1% | 4% | 5% | 7% | 3% | 2% |
| Mean | 2.59 | 2.61 | 2.58 | 2.60 | 2.53 | 2.42 | 2.48 | 2.61 | 2.73 | 2.58 | 2.80 | 2.63 | 2.53 |
| Standard Deviation | .86 | .88 | .84 | .85 | .91 | .77 | .84 | .80 | .91 | .90 | .91 | .83 | .89 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC095
QN22: Based on recent experience, how good a job do waiters and waitresses at table-service restaurants do at the following:
E. Handling complaints?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| Excellent (4) | 213<br>14% | 79<br>11% | 88<br>14% | 44<br>21% | 58<br>11% | 62<br>11% | 86<br>20% | 75<br>12% | 30<br>17% | 18<br>10% | 33<br>16% | 30<br>13% | 32<br>12% | 34<br>13% | 27<br>13% | 40<br>17% |
| Good (3) | 644<br>41% | 302<br>42% | 261<br>41% | 79<br>37% | 231<br>44% | 218<br>40% | 157<br>37% | 273<br>42% | 68<br>38% | 63<br>36% | 88<br>42% | 109<br>45% | 111<br>42% | 116<br>44% | 64<br>31% | 95<br>42% |
| Fair (2) | 514<br>33% | 248<br>35% | 205<br>32% | 54<br>25% | 178<br>34% | 183<br>33% | 130<br>31% | 224<br>34% | 58<br>32% | 62<br>36% | 61<br>29% | 67<br>28% | 90<br>34% | 82<br>31% | 84<br>42% | 67<br>29% |
| Poor (1) | 163<br>10% | 72<br>10% | 69<br>11% | 22<br>10% | 47<br>9% | 78<br>14% | 33<br>8% | 65<br>10% | 17<br>9% | 25<br>14% | 27<br>13% | 24<br>10% | 20<br>8% | 22<br>8% | 22<br>11% | 23<br>10% |
| Don't Know | 45<br>3% | 13<br>2% | 16<br>2% | 15<br>7% | 14<br>3% | 7<br>1% | 19<br>4% | 15<br>2% | 8<br>4% | 6<br>3% | - | 13<br>5% | 9<br>3% | 9<br>3% | 7<br>3% | 3<br>1% |
| Mean | 2.59 | 2.55 | 2.59 | 2.73 | 2.58 | 2.49 | 2.73 | 2.56 | 2.64 | 2.44 | 2.61 | 2.63 | 2.61 | 2.64 | 2.48 | 2.68 |
| Standard Deviation | .86 | .82 | .86 | .94 | .81 | .88 | .89 | .83 | .88 | .88 | .91 | .84 | .81 | .82 | .87 | .88 |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC096
QN22: Based on recent experience, how good a job do waiters and waitresses at table-service restaurants do at the following:
E. Handling complaints?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| Excellent (4) | 213<br>14% | 51<br>13% | 13<br>16% | 37<br>12% | 51<br>13% | 36<br>14% | 16<br>11% | 70<br>15% | 54<br>17% | 16<br>11% | 41<br>13% | 11<br>13% | 30<br>13% |
| Good (3) | 644<br>41% | 159<br>41% | 34<br>41% | 124<br>41% | 173<br>43% | 115<br>44% | 58<br>40% | 195<br>41% | 132<br>40% | 64<br>42% | 118<br>38% | 34<br>41% | 84<br>37% |
| Fair (2) | 514<br>33% | 129<br>34% | 23<br>28% | 107<br>35% | 135<br>33% | 81<br>31% | 54<br>37% | 148<br>31% | 99<br>30% | 49<br>32% | 102<br>33% | 25<br>30% | 77<br>34% |
| Poor (1) | 163<br>10% | 42<br>11% | 10<br>12% | 32<br>11% | 35<br>9% | 22<br>8% | 13<br>9% | 48<br>10% | 29<br>9% | 20<br>13% | 38<br>12% | 13<br>16% | 24<br>11% |
| Don't Know | 45<br>3% | 6<br>1% | 3<br>3% | 3<br>1% | 12<br>3% | 8<br>3% | 4<br>3% | 18<br>4% | 14<br>4% | 3<br>2% | 9<br>3% | - | 9<br>4% |
| Mean | 2.59 | 2.57 | 2.64 | 2.56 | 2.61 | 2.65 | 2.54 | 2.62 | 2.67 | 2.51 | 2.54 | 2.51 | 2.56 |
| Standard Deviation | .86 | .86 | .91 | .85 | .82 | .83 | .82 | .87 | .87 | .86 | .88 | .93 | .87 |

# Environmental Issues

## Solid Waste

The solid waste issue is one of continuing importance in tableservice restaurants as well as fast food places. Approximately two-thirds of the tableservice restaurants responding to the survey reported they had experienced increased collection or disposal costs in the past year. Moreover, significant proportions reported that they had experienced closure or limitations on landfills in their location as well as government restrictions or fees on specific waste materials. Fewer than one in 10 have experienced mandated source separation.

Nevertheless, nearly one third are recycling cans and more than one quarter are recycling paper or glass. Plastic is the material that is least likely to be recycled by tableservice restaurants, especially higher check establishments which are less likely to have a significant amount of plastic waste. Detailed results show the proportion recycling more than one material such as paper and cans.

## Conservation

As environmental issues grow in importance, restaurant operators are taking steps to preserve the environment and conserve resources in many areas. When it comes to saving energy, over four in 10 tableservice operators report they have modified lighting fixtures for conservation purposes. In addition about 25 percent report that they have installed heat recovery equipment on refrigeration and air conditioners.

When it comes to saving water, more than half of those with dinner checks under $8.00 report they serve water only if the patron asks for it. This conservation method is less popular among higher check establishments. However, approximately one third of all tableservice respondents report that they have installed low water warewashers and/or toilet fixtures for conversation purposes.

Supporting community conservation activities is reported by nearly one third of respondents and more than one in ten who have not yet done so indicate that they play to support community conservation activities in 1991.

## Percent of Tableservice Restaurants Recycling by dinner check size per person

| | <$8.00 | $8.00-<br>$14.99 | $15.00-<br>$24.99 | $25.00+ |
|---|---|---|---|---|
| Paper | 32% | 21% | 29% | 15% |
| Glass | 23 | 26 | 36 | 35 |
| Plastic | 19 | 12 | 11 | 10 |
| Cans | 31 | 34 | 34 | 23 |

Source: National Restaurant Association, Tableservice Operator Survey, 1990.

## Percent of Tableservice Restaurants Experiencing Selected Solid Waste Problems in Past Year by dinner check size per person

| | <$8.00 | $8.00-<br>$14.99 | $15.00-<br>$24.99 | $25.00+ |
|---|---|---|---|---|
| Increased collection or disposal cost | 68% | 65% | 62% | 68% |
| Closure or limitations on landfills | 21 | 29 | 29 | 15 |
| Government restrictions or fees on specific materials | 16 | 16 | 12 | 15 |
| Mandated source separation | 8 | 7 | 10 | 14 |

Source: National Restaurant Association, Tableservice Operator Survey, 1990.

## Percent of Tableservice Restaurants Taking Specific Steps for Conservation Purposes by dinner check size per person

| | <$8.00 | $8.00-$14.99 | $15.00-$24.99 | $25.00+ |
|---|---|---|---|---|
| Modified lighting fixtures | 46% | 44% | 40% | 46% |
| Installed heat recovery equipment on refrigeration and air conditioners | 31 | 22 | 21 | 23 |
| Installed low water warewashers and/or toilet fixtures | 35 | 34 | 46 | 32 |
| Served water to patrons only if asked | 51 | 44 | 35 | 28 |
| Sponsored community conservation activities | 29 | 28 | 29 | 30 |

Sources: National Restaurant Association, Tableservice Operator Survey, 1990.

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QUESTION 10A:
Does your restaurant recycle paper?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 30<br>34% | 25<br>19% | 42<br>22% | 76<br>26% | 12<br>21% | 24<br>25% | 19<br>20% | 17<br>30% | 35<br>28% | 16<br>16% | 16<br>20% | 46<br>30% | 40<br>32% | 30<br>21% | 28<br>29% | 12<br>15% | 49<br>27% | 37<br>25% | 24<br>21% | 16<br>25% | 8<br>16% |
| NO | 58<br>66% | 107<br>81% | 145<br>78% | 220<br>74% | 45<br>79% | 73<br>75% | 78<br>80% | 40<br>70% | 91<br>72% | 84<br>84% | 63<br>80% | 105<br>70% | 84<br>68% | 110<br>79% | 69<br>71% | 69<br>85% | 131<br>73% | 112<br>75% | 89<br>79% | 48<br>75% | 41<br>84% |

QUESTION 10B:
Does your restaurant recycle glass?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 29<br>33% | 32<br>24% | 53<br>28% | 83<br>28% | 18<br>32% | 26<br>27% | 28<br>29% | 16<br>28% | 38<br>30% | 29<br>29% | 29<br>37% | 34<br>23% | 28<br>23% | 36<br>26% | 35<br>36% | 28<br>35% | 35<br>19% | 49<br>33% | 43<br>38% | 26<br>41% | 17<br>35% |
| NO | 59<br>67% | 100<br>76% | 134<br>72% | 213<br>72% | 39<br>68% | 71<br>73% | 69<br>71% | 41<br>72% | 88<br>70% | 71<br>71% | 50<br>63% | 117<br>77% | 96<br>77% | 104<br>74% | 62<br>64% | 53<br>65% | 145<br>81% | 100<br>67% | 70<br>62% | 38<br>59% | 32<br>65% |

QUESTION 10C:
Does your restaurant recycle plastic?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-<br>$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/ SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 14<br>16% | 14<br>11% | 24<br>13% | 40<br>14% | 10<br>18% | 11<br>11% | 13<br>13% | 8<br>14% | 18<br>14% | 9<br>9% | 8<br>10% | 27<br>18% | 24<br>19% | 17<br>12% | 11<br>11% | 8<br>10% | 28<br>16% | 20<br>13% | 12<br>11% | 6<br>9% | 6<br>12% |
| NO | 74<br>84% | 118<br>89% | 163<br>87% | 256<br>86% | 47<br>82% | 86<br>89% | 84<br>87% | 49<br>86% | 108<br>86% | 91<br>91% | 71<br>90% | 124<br>82% | 100<br>81% | 123<br>88% | 86<br>89% | 73<br>90% | 152<br>84% | 129<br>87% | 101<br>89% | 58<br>91% | 43<br>88% |

QUESTION 10D:
Does your restaurant recycle cans?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-<br>$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/ SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 40<br>45% | 38<br>29% | 43<br>23% | 97<br>33% | 17<br>30% | 25<br>26% | 26<br>27% | 16<br>28% | 44<br>35% | 24<br>24% | 25<br>32% | 49<br>32% | 39<br>31% | 48<br>34% | 33<br>34% | 19<br>23% | 55<br>31% | 56<br>38% | 28<br>25% | 16<br>25% | 12<br>24% |
| NO | 48<br>55% | 94<br>71% | 144<br>77% | 199<br>67% | 40<br>70% | 72<br>74% | 71<br>73% | 41<br>72% | 82<br>65% | 76<br>76% | 54<br>68% | 102<br>68% | 85<br>69% | 92<br>66% | 64<br>66% | 62<br>77% | 125<br>69% | 93<br>62% | 85<br>75% | 48<br>75% | 37<br>76% |

QUESTION 10E:
Does your restaurant recycle paper and glass?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 21<br>24% | 16<br>12% | 26<br>14% | 50<br>17% | 9<br>16% | 14<br>14% | 12<br>12% | 11<br>19% | 24<br>19% | 11<br>11% | 12<br>15% | 26<br>17% | 20<br>16% | 20<br>14% | 23<br>24% | 8<br>10% | 24<br>13% | 28<br>19% | 19<br>17% | 14<br>22% | 5<br>10% |
| NO | 67<br>76% | 116<br>88% | 161<br>86% | 246<br>83% | 48<br>84% | 83<br>86% | 85<br>88% | 46<br>81% | 102<br>81% | 89<br>89% | 67<br>85% | 125<br>83% | 104<br>84% | 120<br>86% | 74<br>76% | 73<br>90% | 156<br>87% | 121<br>81% | 94<br>83% | 50<br>78% | 44<br>90% |

QUESTION 10F:
Does your restaurant recycle paper and plastic?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 13<br>15% | 10<br>8% | 17<br>9% | 34<br>11% | 8<br>14% | 8<br>8% | 9<br>9% | 7<br>12% | 15<br>12% | 6<br>6% | 6<br>8% | 23<br>15% | 19<br>15% | 14<br>10% | 10<br>10% | 5<br>6% | 22<br>12% | 17<br>11% | 9<br>8% | 5<br>8% | 4<br>8% |
| NO | 75<br>85% | 122<br>92% | 170<br>91% | 262<br>89% | 49<br>86% | 89<br>92% | 88<br>91% | 50<br>88% | 111<br>88% | 94<br>94% | 73<br>92% | 128<br>85% | 105<br>85% | 126<br>90% | 87<br>90% | 76<br>94% | 158<br>88% | 132<br>89% | 104<br>92% | 59<br>92% | 45<br>92% |

QUESTION 10G:
Does your restaurant recycle paper and cans?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88 | 132 | 187 | 296 | 57 | 97 | 97 | 57 | 126 | 100 | 79 | 151 | 124 | 140 | 97 | 81 | 180 | 149 | 113 | 64 | 49 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| YES | 20 | 16 | 24 | 49 | 10 | 12 | 13 | 9 | 23 | 10 | 8 | 30 | 24 | 24 | 15 | 6 | 31 | 25 | 13 | 8 | 5 |
| | 23% | 12% | 13% | 17% | 18% | 12% | 13% | 16% | 18% | 10% | 10% | 20% | 19% | 17% | 15% | 7% | 17% | 17% | 12% | 13% | 10% |
| NO | 68 | 116 | 163 | 247 | 47 | 85 | 84 | 48 | 103 | 90 | 71 | 121 | 100 | 116 | 82 | 75 | 149 | 124 | 100 | 56 | 44 |
| | 77% | 88% | 87% | 83% | 82% | 88% | 87% | 84% | 82% | 90% | 90% | 80% | 81% | 83% | 85% | 93% | 83% | 83% | 88% | 88% | 90% |

QUESTION 10H:
Does your restaurant recycle glass and plastic?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88 | 132 | 187 | 296 | 57 | 97 | 97 | 57 | 126 | 100 | 79 | 151 | 124 | 140 | 97 | 81 | 180 | 149 | 113 | 64 | 49 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| YES | 13 | 11 | 17 | 32 | 9 | 8 | 11 | 6 | 15 | 7 | 7 | 21 | 19 | 14 | 10 | 5 | 22 | 17 | 9 | 5 | 4 |
| | 15% | 8% | 9% | 11% | 16% | 8% | 11% | 11% | 12% | 7% | 9% | 14% | 15% | 10% | 10% | 6% | 12% | 11% | 8% | 8% | 8% |
| NO | 75 | 121 | 170 | 264 | 48 | 89 | 86 | 51 | 111 | 93 | 72 | 130 | 105 | 126 | 87 | 76 | 158 | 132 | 104 | 59 | 45 |
| | 85% | 92% | 91% | 89% | 84% | 92% | 89% | 89% | 88% | 93% | 91% | 86% | 85% | 90% | 90% | 94% | 88% | 89% | 92% | 92% | 92% |

## NATIONAL RESTAURANT ASSOCIATION

QUESTION 10I:
Does your restaurant recycle glass and cans?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 18<br>20% | 17<br>13% | 30<br>16% | 54<br>18% | 11<br>19% | 11<br>11% | 13<br>13% | 9<br>16% | 25<br>20% | 17<br>17% | 15<br>19% | 21<br>14% | 20<br>16% | 24<br>17% | 21<br>22% | 11<br>14% | 26<br>14% | 31<br>21% | 19<br>17% | 11<br>17% | 8<br>16% |
| NO | 70<br>80% | 115<br>87% | 157<br>84% | 242<br>82% | 46<br>81% | 86<br>89% | 84<br>87% | 48<br>84% | 101<br>80% | 83<br>83% | 64<br>81% | 130<br>86% | 104<br>84% | 116<br>83% | 76<br>78% | 70<br>86% | 154<br>86% | 118<br>79% | 94<br>83% | 53<br>83% | 41<br>84% |

QUESTION 10J:
Does your restaurant recycle plastic and cans?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 12<br>14% | 11<br>8% | 20<br>11% | 34<br>11% | 9<br>16% | 9<br>9% | 11<br>11% | 7<br>12% | 17<br>13% | 8<br>8% | 8<br>10% | 20<br>13% | 18<br>15% | 16<br>11% | 10<br>10% | 7<br>9% | 21<br>12% | 19<br>13% | 11<br>10% | 6<br>9% | 5<br>10% |
| NO | 76<br>86% | 121<br>92% | 167<br>89% | 262<br>89% | 48<br>84% | 88<br>91% | 86<br>89% | 50<br>88% | 109<br>87% | 92<br>92% | 71<br>90% | 131<br>87% | 106<br>85% | 124<br>89% | 87<br>90% | 74<br>91% | 159<br>88% | 130<br>87% | 102<br>90% | 58<br>91% | 44<br>90% |

QUESTION 10K:
Does your restaurant recycle paper, glass, and plastic?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88 | 132 | 187 | 296 | 57 | 97 | 97 | 57 | 126 | 100 | 79 | 151 | 124 | 140 | 97 | 81 | 180 | 149 | 113 | 64 | 49 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| YES | 12 | 9 | 15 | 31 | 7 | 7 | 8 | 6 | 14 | 6 | 6 | 19 | 16 | 13 | 9 | 5 | 19 | 15 | 9 | 5 | 4 |
| | 14% | 7% | 8% | 10% | 12% | 7% | 8% | 11% | 11% | 6% | 8% | 13% | 13% | 9% | 9% | 6% | 11% | 10% | 8% | 8% | 8% |
| NO | 76 | 123 | 172 | 265 | 50 | 90 | 89 | 51 | 112 | 94 | 73 | 132 | 108 | 127 | 88 | 76 | 161 | 134 | 104 | 59 | 45 |
| | 86% | 93% | 92% | 90% | 88% | 93% | 92% | 89% | 89% | 94% | 92% | 87% | 87% | 91% | 91% | 94% | 89% | 90% | 92% | 92% | 92% |

QUESTION 10L:
Does your restaurant recycle paper, glass, and cans?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88 | 132 | 187 | 296 | 57 | 97 | 97 | 57 | 126 | 100 | 79 | 151 | 124 | 140 | 97 | 81 | 180 | 149 | 113 | 64 | 49 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| YES | 15 | 12 | 20 | 40 | 8 | 9 | 9 | 8 | 20 | 10 | 8 | 19 | 17 | 18 | 14 | 6 | 21 | 21 | 13 | 8 | 5 |
| | 17% | 9% | 11% | 14% | 14% | 9% | 9% | 14% | 16% | 10% | 10% | 13% | 14% | 13% | 14% | 7% | 12% | 14% | 12% | 13% | 10% |
| NO | 73 | 120 | 167 | 256 | 49 | 88 | 88 | 49 | 106 | 90 | 71 | 132 | 107 | 122 | 83 | 75 | 159 | 128 | 100 | 56 | 44 |
| | 83% | 91% | 89% | 86% | 86% | 91% | 91% | 86% | 84% | 90% | 90% | 87% | 86% | 87% | 86% | 93% | 88% | 86% | 88% | 88% | 90% |

QUESTION 10M:
Does your restaurant recycle paper, plastic and cans?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 11<br>13% | 10<br>8% | 16<br>9% | 31<br>10% | 8<br>14% | 8<br>8% | 9<br>9% | 7<br>12% | 15<br>12% | 6<br>6% | 6<br>8% | 20<br>13% | 17<br>14% | 14<br>10% | 9<br>9% | 5<br>6% | 20<br>11% | 16<br>11% | 9<br>8% | 5<br>8% | 4<br>8% |
| NO | 77<br>88% | 122<br>92% | 171<br>91% | 265<br>90% | 49<br>86% | 89<br>92% | 88<br>91% | 50<br>88% | 111<br>88% | 94<br>94% | 73<br>92% | 131<br>87% | 107<br>86% | 126<br>90% | 88<br>91% | 76<br>94% | 160<br>89% | 133<br>89% | 104<br>92% | 59<br>92% | 45<br>92% |

QUESTION 10N:
Does your restaurant recycle glass, plastic and cans?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 12<br>14% | 9<br>7% | 17<br>9% | 31<br>10% | 8<br>14% | 7<br>7% | 9<br>9% | 6<br>11% | 15<br>12% | 7<br>7% | 7<br>9% | 18<br>12% | 16<br>13% | 14<br>10% | 10<br>10% | 5<br>6% | 19<br>11% | 17<br>11% | 9<br>8% | 5<br>8% | 4<br>8% |
| NO | 76<br>86% | 123<br>93% | 170<br>91% | 265<br>90% | 49<br>86% | 90<br>93% | 88<br>91% | 51<br>89% | 111<br>88% | 93<br>93% | 72<br>91% | 133<br>88% | 108<br>87% | 126<br>90% | 87<br>90% | 76<br>94% | 161<br>89% | 132<br>89% | 104<br>92% | 59<br>92% | 45<br>92% |

QUESTION 11A:
In the past year has your restaurant experienced increased collection or disposal cost?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 50<br>57% | 86<br>65% | 141<br>75% | 198<br>67% | 34<br>60% | 63<br>65% | 63<br>65% | 34<br>60% | 83<br>66% | 62<br>62% | 57<br>72% | 96<br>64% | 84<br>68% | 91<br>65% | 60<br>62% | 55<br>68% | 122<br>68% | 90<br>60% | 78<br>69% | 48<br>75% | 30<br>61% |
| NO | 35<br>40% | 41<br>31% | 40<br>21% | 88<br>30% | 20<br>35% | 24<br>25% | 29<br>30% | 15<br>26% | 34<br>27% | 31<br>31% | 20<br>25% | 49<br>32% | 36<br>29% | 47<br>34% | 28<br>29% | 19<br>23% | 54<br>30% | 48<br>32% | 28<br>25% | 14<br>22% | 14<br>29% |
| NOT ASCERTAINED | 3<br>3% | 5<br>4% | 6<br>3% | 10<br>3% | 3<br>5% | 10<br>10% | 5<br>5% | 8<br>14% | 9<br>7% | 7<br>7% | 2<br>3% | 6<br>4% | 4<br>3% | 2<br>1% | 9<br>9% | 7<br>9% | 4<br>2% | 11<br>7% | 7<br>6% | 2<br>3% | 5<br>10% |

QUESTION 11B:
In the past year has your restaurant experienced closure or limitations on landfills?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 17<br>19% | 29<br>22% | 57<br>30% | 64<br>22% | 19<br>33% | 26<br>27% | 34<br>35% | 11<br>19% | 34<br>27% | 20<br>20% | 24<br>30% | 32<br>21% | 26<br>21% | 41<br>29% | 28<br>29% | 12<br>15% | 45<br>25% | 38<br>26% | 24<br>21% | 18<br>28% | 6<br>12% |
| NO | 61<br>69% | 94<br>71% | 119<br>64% | 207<br>70% | 36<br>63% | 60<br>62% | 59<br>61% | 37<br>65% | 79<br>63% | 71<br>71% | 49<br>62% | 108<br>72% | 90<br>73% | 90<br>64% | 59<br>61% | 62<br>77% | 124<br>69% | 97<br>65% | 80<br>71% | 42<br>66% | 38<br>78% |
| NOT ASCERTAINED | 10<br>11% | 9<br>7% | 11<br>6% | 25<br>8% | 2<br>4% | 11<br>11% | 4<br>4% | 9<br>16% | 13<br>10% | 9<br>9% | 6<br>8% | 11<br>7% | 8<br>6% | 9<br>6% | 10<br>10% | 7<br>9% | 11<br>6% | 14<br>9% | 9<br>8% | 4<br>6% | 5<br>10% |

QUESTION 11C:
In the past year has your restaurant experienced government restrictions or fees on specific materials?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 15<br>17% | 22<br>17% | 27<br>14% | 46<br>16% | 10<br>18% | 11<br>11% | 18<br>19% | 3<br>5% | 21<br>17% | 18<br>18% | 7<br>9% | 21<br>14% | 20<br>16% | 23<br>16% | 12<br>12% | 12<br>15% | 31<br>17% | 18<br>12% | 18<br>16% | 12<br>19% | 6<br>12% |
| NO | 65<br>74% | 105<br>80% | 151<br>81% | 233<br>79% | 45<br>79% | 74<br>76% | 75<br>77% | 44<br>77% | 94<br>75% | 76<br>76% | 70<br>89% | 117<br>77% | 99<br>80% | 110<br>79% | 75<br>77% | 63<br>78% | 143<br>79% | 117<br>79% | 87<br>77% | 49<br>77% | 38<br>78% |
| NOT ASCERTAINED | 8<br>9% | 5<br>4% | 9<br>5% | 17<br>6% | 2<br>4% | 12<br>12% | 4<br>4% | 10<br>18% | 11<br>9% | 6<br>6% | 2<br>3% | 13<br>9% | 5<br>4% | 7<br>5% | 10<br>10% | 6<br>7% | 6<br>3% | 14<br>9% | 8<br>7% | 3<br>5% | 5<br>10% |

QUESTION 11D:
In the past year has your restaurant experienced mandated source separation?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 6<br>7% | 13<br>10% | 19<br>10% | 25<br>8% | 6<br>11% | 10<br>10% | 12<br>12% | 4<br>7% | 15<br>12% | 10<br>10% | 6<br>8% | 10<br>7% | 10<br>8% | 10<br>7% | 10<br>10% | 11<br>14% | 15<br>8% | 8<br>5% | 18<br>16% | 10<br>16% | 8<br>16% |
| NO | 76<br>86% | 112<br>85% | 160<br>86% | 258<br>87% | 47<br>82% | 75<br>77% | 79<br>81% | 43<br>75% | 102<br>81% | 83<br>83% | 70<br>89% | 130<br>86% | 110<br>89% | 124<br>89% | 78<br>80% | 61<br>75% | 160<br>89% | 128<br>86% | 85<br>75% | 51<br>80% | 34<br>69% |
| NOT ASCERTAINED | 6<br>7% | 7<br>5% | 8<br>4% | 13<br>4% | 4<br>7% | 12<br>12% | 6<br>6% | 10<br>18% | 9<br>7% | 7<br>7% | 3<br>4% | 11<br>7% | 4<br>3% | 6<br>4% | 9<br>9% | 9<br>11% | 5<br>3% | 13<br>9% | 10<br>9% | 3<br>5% | 7<br>14% |

QUESTION 16AA1:
Has your restaurant modified lighting fixtures for conservation purposes?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 33<br>38% | 59<br>45% | 82<br>44% | 134<br>45% | 26<br>46% | 36<br>37% | 47<br>48% | 15<br>26% | 52<br>41% | 43<br>43% | 35<br>44% | 69<br>46% | 57<br>46% | 62<br>44% | 39<br>40% | 37<br>46% | 82<br>46% | 63<br>42% | 50<br>44% | 29<br>45% | 21<br>43% |
| NO | 55<br>63% | 72<br>55% | 101<br>54% | 158<br>53% | 31<br>54% | 60<br>62% | 49<br>51% | 42<br>74% | 74<br>59% | 55<br>55% | 43<br>54% | 80<br>53% | 67<br>54% | 78<br>56% | 56<br>58% | 42<br>52% | 98<br>54% | 84<br>56% | 61<br>54% | 34<br>53% | 27<br>55% |
| ALL ABOVE | 1<br>1% | 3<br>2% | 4<br>2% | 6<br>2% | 1<br>2% | 3<br>3% | 2<br>2% | 2<br>4% | 3<br>2% | 1<br>1% | 2<br>3% | 4<br>3% | 3<br>2% | 3<br>2% | 2<br>2% | 2<br>2% | 4<br>2% | 3<br>2% | 3<br>3% | 2<br>3% | 1<br>2% |

QUESTION 16AA2:
Do you plan to any modify lighting fixtures in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 55<br>100% | 72<br>100% | 101<br>100% | 158<br>100% | 31<br>100% | 60<br>100% | 49<br>100% | 42<br>100% | 74<br>100% | 55<br>100% | 43<br>100% | 80<br>100% | 67<br>100% | 78<br>100% | 56<br>100% | 42<br>100% | 98<br>100% | 84<br>100% | 61<br>100% | 34<br>100% | 27<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 4<br>7% | 7<br>10% | 11<br>11% | 14<br>9% | 6<br>19% | 4<br>7% | 6<br>12% | 4<br>10% | 7<br>9% | 6<br>11% | 3<br>7% | 8<br>10% | 8<br>12% | 5<br>6% | 7<br>13% | 3<br>7% | 8<br>8% | 10<br>12% | 5<br>8% | 3<br>9% | 2<br>7% |
| NO | 50<br>91% | 64<br>89% | 89<br>88% | 142<br>90% | 24<br>77% | 55<br>92% | 42<br>86% | 37<br>88% | 65<br>88% | 48<br>87% | 40<br>93% | 71<br>89% | 59<br>88% | 72<br>92% | 47<br>84% | 38<br>90% | 90<br>92% | 71<br>85% | 55<br>90% | 31<br>91% | 24<br>89% |

QUESTION 16AB1:
Has your restaurant installed heat recovery equipment on refrigeration and air conditioners for conservation purposes?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 18<br>20% | 25<br>19% | 57<br>30% | 59<br>20% | 16<br>28% | 34<br>35% | 30<br>31% | 20<br>35% | 34<br>27% | 23<br>23% | 16<br>20% | 37<br>25% | 39<br>31% | 31<br>22% | 20<br>21% | 19<br>23% | 54<br>30% | 31<br>21% | 24<br>21% | 14<br>22% | 10<br>20% |
| NO | 69<br>78% | 104<br>79% | 123<br>66% | 231<br>78% | 38<br>67% | 59<br>61% | 63<br>65% | 34<br>60% | 88<br>70% | 74<br>74% | 62<br>78% | 109<br>72% | 84<br>68% | 107<br>76% | 73<br>75% | 57<br>70% | 124<br>69% | 113<br>76% | 84<br>74% | 49<br>77% | 35<br>71% |
| ALL ABOVE | 1<br>1% | 3<br>2% | 4<br>2% | 6<br>2% | 1<br>2% | 3<br>3% | 2<br>2% | 2<br>4% | 3<br>2% | 1<br>1% | 2<br>3% | 4<br>3% | 3<br>2% | 3<br>2% | 2<br>2% | 2<br>2% | 4<br>2% | 3<br>2% | 3<br>3% | 2<br>3% | 1<br>2% |

QUESTION 16AB2:
Do you plan to install heat recovery equipment on refrigeration and air conditioners in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 69<br>100% | 104<br>100% | 123<br>100% | 231<br>100% | 38<br>100% | 59<br>100% | 63<br>100% | 34<br>100% | 88<br>100% | 74<br>100% | 62<br>100% | 109<br>100% | [illegible] | [illegible] | 73<br>100% | 57<br>100% | 124<br>100% | 113<br>100% | 84<br>100% | 49<br>100% | 35<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 6<br>9% | 12<br>12% | 18<br>15% | 24<br>10% | 8<br>21% | 7<br>12% | 10<br>16% | 5<br>15% | 10<br>11% | 12<br>16% | 4<br>6% | 13<br>12% | 10<br>12% | 11<br>10% | 10<br>14% | 7<br>12% | 16<br>13% | 12<br>11% | 10<br>12% | 6<br>12% | 4<br>11% |
| NO | 60<br>87% | 89<br>86% | 103<br>84% | 199<br>86% | 29<br>76% | 50<br>85% | 51<br>81% | 28<br>82% | 75<br>85% | 58<br>78% | 56<br>90% | 94<br>86% | 72<br>86% | 92<br>86% | 61<br>84% | 47<br>82% | 106<br>85% | 95<br>84% | 71<br>85% | 43<br>88% | 28<br>80% |

NATIONAL RESTAURANT ASSOCIATION

QUESTION 16AC1:
Has your restaurant installed low water warewashers and/or toilet fixtures for conservation purposes?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 26<br>30% | 40<br>30% | 83<br>44% | 101<br>34% | 24<br>42% | 38<br>39% | 44<br>45% | 18<br>32% | 44<br>35% | 37<br>37% | 30<br>38% | 54<br>36% | 43<br>35% | 47<br>34% | 45<br>46% | 26<br>32% | 63<br>35% | 56<br>38% | 42<br>37% | 24<br>38% | 18<br>37% |
| NO | 62<br>70% | 90<br>68% | 98<br>52% | 189<br>64% | 31<br>54% | 56<br>58% | 49<br>51% | 38<br>67% | 78<br>62% | 59<br>59% | 48<br>61% | 94<br>62% | 79<br>64% | 89<br>64% | 50<br>52% | 52<br>64% | 114<br>63% | 88<br>59% | 68<br>60% | 39<br>61% | 29<br>59% |
| ALL ABOVE | 1<br>1% | 3<br>2% | 4<br>2% | 6<br>2% | 1<br>2% | 3<br>3% | 2<br>2% | 2<br>4% | 3<br>2% | 1<br>1% | 2<br>3% | 4<br>3% | 3<br>2% | 3<br>2% | 2<br>2% | 2<br>2% | 4<br>2% | 3<br>2% | 3<br>3% | 2<br>3% | 1<br>2% |

QUESTION 16AC2:
Do you plan to install low water warewashers and/or toilet fixtures in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 62<br>100% | 90<br>100% | 98<br>100% | 189<br>100% | 31<br>100% | 56<br>100% | 49<br>100% | 38<br>100% | 78<br>100% | 59<br>100% | 48<br>100% | 94<br>100% | 79<br>100% | 89<br>100% | 50<br>100% | 52<br>100% | 114<br>100% | 88<br>100% | 68<br>100% | 39<br>100% | 29<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 8<br>13% | 11<br>12% | 11<br>11% | 25<br>13% | 3<br>10% | 5<br>9% | 5<br>10% | 3<br>8% | 8<br>10% | 12<br>20% | 5<br>10% | 8<br>9% | 10<br>13% | 11<br>12% | 6<br>12% | 4<br>8% | 13<br>11% | 11<br>13% | 7<br>10% | 5<br>13% | 2<br>7% |
| NO | 53<br>85% | 78<br>87% | 82<br>84% | 161<br>85% | 26<br>84% | 48<br>86% | 41<br>84% | 33<br>87% | 68<br>87% | 43<br>73% | 43<br>90% | 84<br>89% | 68<br>86% | 77<br>87% | 42<br>84% | 44<br>85% | 99<br>87% | 75<br>85% | 57<br>84% | 33<br>85% | 24<br>83% |

QUESTION 16AD1:
Has your restaurant served water to patrons only if they ask for it for conservation purposes?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 50<br>57% | 54<br>41% | 68<br>36% | 132<br>45% | 15<br>26% | 40<br>41% | 29<br>30% | 26<br>46% | 50<br>40% | 42<br>42% | 27<br>34% | 72<br>48% | 63<br>51% | 62<br>44% | 34<br>35% | 23<br>28% | 87<br>48% | 63<br>42% | 32<br>28% | 21<br>33% | 11<br>22% |
| NO | 38<br>43% | 78<br>59% | 119<br>64% | 164<br>55% | 42<br>74% | 57<br>59% | 68<br>70% | 31<br>54% | 76<br>60% | 58<br>58% | 52<br>66% | 79<br>52% | 61<br>49% | 78<br>56% | 63<br>65% | 58<br>72% | 93<br>52% | 86<br>58% | 81<br>72% | 43<br>67% | 38<br>78% |
| ALL ABOVE | 1<br>1% | 3<br>2% | 4<br>2% | 6<br>2% | 1<br>2% | 3<br>3% | 2<br>2% | 2<br>4% | 3<br>2% | 1<br>1% | 2<br>3% | 4<br>3% | 3<br>2% | 3<br>2% | 2<br>2% | 2<br>2% | 4<br>2% | 3<br>2% | 3<br>3% | 2<br>3% | 1<br>2% |

QUESTION 16AD2:
Do you plan to serve water to patrons only if they ask for it in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 38<br>100% | 78<br>100% | 119<br>100% | 164<br>100% | 42<br>100% | 57<br>100% | 68<br>100% | 31<br>100% | 76<br>100% | 58<br>100% | 52<br>100% | 79<br>100% | 61<br>100% | 78<br>100% | 63<br>100% | 58<br>100% | 93<br>100% | 86<br>100% | 81<br>100% | 43<br>100% | 38<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 3<br>8% | 3<br>4% | 9<br>8% | 10<br>6% | 4<br>10% | 5<br>9% | 6<br>9% | 3<br>10% | 6<br>8% | 3<br>5% | 4<br>8% | 6<br>8% | 5<br>8% | 5<br>6% | 3<br>5% | 5<br>9% | 8<br>9% | 3<br>3% | 7<br>9% | 5<br>12% | 2<br>5% |
| NO | 35<br>92% | 75<br>96% | 109<br>92% | 154<br>94% | 38<br>90% | 51<br>89% | 62<br>91% | 27<br>87% | 70<br>92% | 54<br>93% | 48<br>92% | 73<br>92% | 56<br>92% | 73<br>94% | 60<br>95% | 52<br>90% | 85<br>91% | 83<br>97% | 73<br>90% | 38<br>88% | 35<br>92% |

QUESTION 16AE1:
Has your restaurant sponsored community conservation activities for conservation purposes?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 25<br>28% | 36<br>27% | 56<br>30% | 81<br>27% | 17<br>30% | 29<br>30% | 28<br>29% | 18<br>32% | 39<br>31% | 28<br>28% | 27<br>34% | 36<br>24% | 36<br>29% | 39<br>28% | 28<br>29% | 24<br>30% | 52<br>29% | 45<br>30% | 30<br>27% | 16<br>25% | 14<br>29% |
| NO | 63<br>72% | 95<br>72% | 128<br>68% | 213<br>72% | 39<br>68% | 64<br>66% | 66<br>68% | 37<br>65% | 84<br>67% | 70<br>70% | 52<br>66% | 113<br>75% | 87<br>70% | 99<br>71% | 66<br>68% | 57<br>70% | 127<br>71% | 100<br>67% | 82<br>73% | 47<br>73% | 35<br>71% |
| ALL ABOVE | 1<br>1% | 3<br>2% | 4<br>2% | 6<br>2% | 1<br>2% | 3<br>3% | 2<br>2% | 2<br>4% | 3<br>2% | 1<br>1% | 2<br>3% | 4<br>3% | 3<br>2% | 3<br>2% | 2<br>2% | 2<br>2% | 4<br>2% | 3<br>2% | 3<br>3% | 2<br>3% | 1<br>2% |

QUESTION 16AE2:
Do you plan to sponsor any community conservation activities in 1991?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 63<br>100% | 95<br>100% | 128<br>100% | 213<br>100% | 39<br>100% | 64<br>100% | 66<br>100% | 37<br>100% | 84<br>100% | 70<br>100% | 52<br>100% | 113<br>100% | 87<br>100% | 99<br>100% | 66<br>100% | 57<br>100% | 127<br>100% | 100<br>100% | 82<br>100% | 47<br>100% | 35<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 10<br>16% | 11<br>12% | 15<br>12% | 28<br>13% | 8<br>21% | 6<br>9% | 12<br>18% | 2<br>5% | 8<br>10% | 18<br>26% | 5<br>10% | 11<br>10% | 9<br>10% | 9<br>9% | 12<br>18% | 10<br>18% | 11<br>9% | 15<br>15% | 14<br>17% | 5<br>11% | 9<br>26% |
| NO | 51<br>81% | 82<br>86% | 111<br>87% | 180<br>85% | 30<br>77% | 57<br>89% | 53<br>80% | 34<br>92% | 73<br>87% | 51<br>73% | 47<br>90% | 99<br>88% | 76<br>87% | 87<br>88% | 54<br>82% | 46<br>81% | 112<br>88% | 84<br>84% | 67<br>82% | 42<br>89% | 25<br>71% |

## Casual Dining

The 1990 survey of tableservice operators assessed how the industry is responding to the growing interest in casual dining revealed in a National Restaurant Association Gallup survey, conducted among consumers in late 1989.

### Consumer Interest in Casual Dining

As the babyboom generation matures, it and younger consumers, are fueling greater interest in casual dining at tableservice restaurants. Confirming this interest, the casual dining sector of the upscale market reported a 5 percent increase in customer traffic, driven by a 12 percent gain among consumers 18 to 34 years of age, according to CREST data for the year ending in August 1990. In contrast customer traffic was down at higher check upscale restaurants, stable at midscale restaurants and up 3 percent in a quickserve.

A Gallup survey, conducted for the Association in late 1989, revealed that casual restaurants are popular for many different types of occasions. Of the five occasions covered by the survey, casual restaurants were preferred over fine dining for eating out with children, as a Saturday night treat and as an alternative to cooking at home. Moreover, they were deemed as popular as fine dining places for such special occasions as birthday celebrations as consumers opt for a less expensive dining experience.

According to the Gallup survey there is virtually no difference in the overall experience rating given by consumers for casual and fine dining restaurants. Nevertheless, casual restaurants have an advantage when it comes to value for the price. Eight out of 10 respondents to the survey said that the value received on their last casual restaurant visit was good or excellent. Slightly more than 70 percent, which is significantly fewer respondents, said the same about their last fine dining experience. Only among consumers aged 50 to 64 did fine dining places score as high as causal restaurants in value for the dollar.

Moreover, there was no significant difference in perception of food quality; 85 percent of respondents rated the food on their most recent casual restaurant visit as good or excellent, similar to the 88 percent of fine dining patrons.

On the other hand, fine dining restaurants scored significantly higher in service and decor, close to nine out of 10 adults rated the decor and service at fine dining places as good or excellent, compared with fewer than eight out of 10 at casual restaurants.

## Tableservice Operators' Steps to Strengthen Appeal

The Association's 1990 survey of tableservice operations shows that the "casualization" of the industry is continuing as more restaurants take steps to strengthen their appeal to value driven consumers. Especially in light of current economic conditions, it is not surprising that most tableservice restaurants are making a serious effort to accommodate consumers seeking moderate prices and a good value.

Although a complete meal at a fixed price, which many consumers consider a good value, is most likely to be offered at restaurants with per person dinner check's under $8.00, survey results reveal that about six in 10 tableservice operators with higher dinner checks offer complete meals for a fixed price as well. Perhaps even more important, slightly more than half of those with per person dinner checks over $15.00 report they have added lower priced items to their menus since January 1989, compared to slightly less than half of those with per person checks under $15.00. Clearly, this represents real evidence that a large portion of the fine dining sector is making an effort to broaden their appeal to consumers.

Among those in the higher check end of the tableservice business, where customer traffic was flat in the year ending in August 1990, about one third report they have actually cut prices on menu items. In comparison fewer than one fifth of those with per person dinner checks under $25.00 have taken this step. Additionally, nearly 20 percent of those in the $8.00+ category, that serve wine, have reduced the average price for bottled wine since January 1989.

A majority of tableservice restaurants have made various menu changes associated with the casual dining phenomenon as well. Adding grilled items and pasta to the menu was reported more frequently at restaurants with per person checks of $15.00 or more as they sought to add lower priced options to their menus. Over half of all tableservice operators surveyed report they have done the following since January 1989:

- added light entrees to the menu
- added grilled dishes to menu
- added pasta dishes to menu

Survey results show about half of tableservice operators have added easy to prepare dishes to their menus since January 1989 as well. Clearly this measure appeals to the consumer's interest in uncomplicated items and helps control costs too.

Another cost conscious measure, which appeals to the consumer's interest in nutrition, is to decrease the size of the protein component in entrees. However, fewer than one in five respondents report taking this step since January 1989.

About one quarter of those with per person dinner checks under $25.00 report offering some sort of frequent diner promotion, a traffic building tactic. In addition a significant proportion of fine dining respondents, with per person checks of $25.00 or more, report offering a frequent diner promotion, adopting a tactic usually associated with a more casual style of dining.

When it comes to dress codes, some of those in the fine dining sector are making changes as well. In 1990, 65 percent of respondents with per person dinner checks of $25.00 or more have a dress code, compared to a somewhat higher 74 percent two years ago. So more restaurants are bowing to the casual style of dress favored by younger consumers. (Refer to section on Tableservice Restaurant Features for more information regarding features available by check size.)

## Tableservice Operators' Steps to Broaden Appeal in 1991

Respondents who had not taken each of the 10 steps to broaden appeal since January 1989 were asked if they plan to do so in 1991. Survey results reveal that few who have not all ready taken each of the steps plan to do so in the future. Nevertheless, they do indicate that more will be trying frequent diner promotions to build business in 1991. Moreover, the widespread appeal of light entrees, pasta and grilled dishes is reconfirmed as significantly more tableservice restaurants will be adding these dishes to their menus. (See tables for details.)

## Where the Growth in Casual Dining is Occurring (Percent change in Customer Traffic Year Ended August 1990 versus Year ended August 1989)

| | Percent Change |
|---|---|
| Casual Dining Traffic | + 5% |
| Percent of occasions involving a promotion | + 9% |
| On-premise traffic | + 5% |
| Off-premise traffic | + 9% |
| Breakfast/AM snack traffic | - 5% |
| Lunch traffic | + 6% |
| Supper traffic | + 6% |
| PM snack traffic | -15% |
| < 18 year old customers | + 4% |
| 18 - 34 year old customers | +12% |
| 35 - 49 year old customers | + 2% |
| 50 - 64 year old customers | - 1% |
| 65+ customers | + 8% |

Source: CREST, NPD.

## Percent of Adults Saying They Would Be Likely to Eat at Restaurant on Each Occasion

| | Type of Restaurant | | |
|---|---|---|---|
| | Fine dining | Casual dining | |
| Dinner out with children | 16% | 40% | * |
| Saturday night treat with friends | 26 | 43 | * |
| Dinner out with spouse/friend instead of cooking at home | 44 | 57 | * |
| Business lunch | 26 | 26 | |
| Birthday celebration dinner | 52 | 48 | |

*significant difference

note: "Casual restaurant" was defined as one where waiters and waitresses serve a wide variety of menu items in an informal, relaxed atmosphere. There is no dress code. Depending on whether a customer orders a full meal or a sandwich or salad per person check ranges from $8.00 up for dinner. This restaurant usually serves alcoholic beverages and accepts credit cards. A "fine dining restaurant" was defined as one where the per person dinner check is $20.00 or more, waiters serve elaborate meals which you would not be likely to prepare at home, jacket and tie is required for male patrons, usually serves alcoholic beverages and accepts credit cards.

Source: National Restaurant Association, Gallup Survey, October 1989.

## Rating of Most Recent Experience at Fine Dining Casual Restaurants

| | Percent of Consumers Rating | |
|---|---|---|
| | Excellent/ Good | Fair/ Poor |
| Food quality | | |
| fine dining | 88% | 12% |
| casual | 85 | 15 |
| Service * | | |
| fine dining | 87 | 13 |
| casual | 79 | 21 |
| Decor * | | |
| fine dining | 85 | 14 |
| casual | 73 | 27 |
| Value * | | |
| fine dining | 73 | 26 |
| casual | 80 | 19 |
| Overall experience | | |
| fine dining | 86 | 13 |
| casual | 83 | 17 |

*significant difference

note: see earlier table for definition of fine versus casual dining restaurants.

Source: National Restaurant Association, Gallup Survey, October 1989.

## Percent of Tableservice Restaurants Taking Specified Steps Since January 1989 by dinner check size per person

| | <$8.00 | $8.00-$14.99 | $15.00-$24.99 | $25.00+ |
|---|---|---|---|---|
| Cut prices of menu items | 19% | 15% | 35% | 30% |
| Added lower priced menu items | 46 | 48 | 59 | 52 |
| Added easy to prepare dishes to menu | 57 | 50 | 52 | 49 |
| Added grilled dishes to menu | 60 | 51 | 84 | 64 |
| Added pasta dishes to menu | 52 | 59 | 76 | 73 |
| Added light entrees to menu | 62 | 61 | 76 | 65 |
| Offered a complete meal at fixed price | 75 | 62 | 59 | 58 |
| Reduced average price for bottled wine* | 2 | 15 | 17 | 16 |
| Decreased the size of protein component in entrees | 16 | 14 | 18 | 15 |
| Offered a frequent diner promotion | 24 | 26 | 28 | 20 |

*for those serving wine

Source: National Restaurant Association, Tableservice Operator Survey, 1990.

NATIONAL RESTAURANT ASSOCIATION

QUESTION 13AA1:
Since January 1989, have you cut prices of menu items at your restauranA?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 13<br>15% | 31<br>23% | 46<br>25% | 62<br>21% | 13<br>23% | 30<br>31% | 25<br>26% | 18<br>32% | 25<br>20% | 26<br>26% | 22<br>28% | 33<br>22% | 24<br>19% | 21<br>15% | 34<br>35% | 24<br>30% | 36<br>20% | 34<br>23% | 33<br>29% | 19<br>30% | 14<br>29% |
| NO | 75<br>85% | 101<br>77% | 139<br>74% | 233<br>79% | 44<br>77% | 66<br>68% | 72<br>74% | 38<br>67% | 101<br>80% | 73<br>73% | 57<br>72% | 117<br>77% | 100<br>81% | 118<br>84% | 63<br>65% | 57<br>70% | 144<br>80% | 114<br>77% | 80<br>71% | 45<br>70% | 35<br>71% |

QUESTION 13AA2:
Do you plan to cut prices of menu items next year?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 75<br>100% | 101<br>100% | 139<br>100% | 233<br>100% | 44<br>100% | 66<br>100% | 72<br>100% | 38<br>100% | 101<br>100% | 73<br>100% | 57<br>100% | 117<br>100% | 100<br>100% | 118<br>100% | 63<br>100% | 57<br>100% | 144<br>100% | 114<br>100% | 80<br>100% | 45<br>100% | 35<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | -<br>- | 5<br>5% | -<br>- | 6<br>3% | 1<br>2% | 1<br>2% | 2<br>3% | -<br>- | 2<br>2% | 3<br>4% | 1<br>2% | 2<br>2% | 1<br>1% | 4<br>3% | 2<br>3% | 1<br>2% | 2<br>1% | 4<br>4% | 2<br>3% | 2<br>4% | -<br>- |
| NO | 73<br>97% | 96<br>95% | 139<br>100% | 225<br>97% | 43<br>98% | 65<br>98% | 70<br>97% | 38<br>100% | 98<br>97% | 70<br>96% | 56<br>98% | 114<br>97% | 98<br>98% | 113<br>96% | 61<br>97% | 56<br>98% | 141<br>98% | 109<br>96% | 78<br>98% | 43<br>96% | 35<br>100% |

QUESTION 13AB1:
Since January 1989, have you added lower priced items to the menu at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 39<br>44% | 59<br>45% | 106<br>57% | 135<br>46% | 31<br>54% | 60<br>62% | 57<br>59% | 34<br>60% | 68<br>54% | 42<br>42% | 42<br>53% | 78<br>52% | 57<br>46% | 67<br>48% | 57<br>59% | 42<br>52% | 86<br>48% | 76<br>51% | 61<br>54% | 36<br>56% | 25<br>51% |
| NO | 49<br>56% | 73<br>55% | 79<br>42% | 161<br>54% | 25<br>44% | 36<br>37% | 39<br>40% | 22<br>39% | 57<br>45% | 57<br>57% | 37<br>47% | 73<br>48% | 67<br>54% | 72<br>51% | 40<br>41% | 39<br>48% | 94<br>52% | 72<br>48% | 52<br>46% | 28<br>44% | 24<br>49% |

QUESTION 13AB2:
Do you plan to add lower items to the menu at your restaurant next year?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 49<br>100% | 73<br>100% | 79<br>100% | 161<br>100% | 25<br>100% | 36<br>100% | 39<br>100% | 22<br>100% | 57<br>100% | 57<br>100% | 37<br>100% | 73<br>100% | 67<br>100% | 72<br>100% | 40<br>100% | 39<br>100% | 94<br>100% | 72<br>100% | 52<br>100% | 28<br>100% | 24<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 1<br>2% | 5<br>7% | 3<br>4% | 7<br>4% | -<br>- | 2<br>6% | 1<br>3% | 1<br>5% | 2<br>4% | 5<br>9% | 2<br>5% | -<br>- | 2<br>3% | 5<br>7% | 2<br>5% | -<br>- | 2<br>2% | 6<br>8% | 1<br>2% | 1<br>4% | -<br>- |
| NO | 47<br>96% | 68<br>93% | 76<br>96% | 153<br>95% | 25<br>100% | 34<br>94% | 38<br>97% | 21<br>95% | 54<br>95% | 52<br>91% | 35<br>95% | 73<br>100% | 64<br>96% | 67<br>93% | 38<br>95% | 39<br>100% | 91<br>97% | 66<br>92% | 51<br>98% | 27<br>96% | 24<br>100% |

QUESTION 13AC1:
Since January 1989, have you added easy to prepare dishes to the menu at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 35<br>40% | 75<br>57% | 108<br>58% | 139<br>47% | 39<br>68% | 59<br>61% | 64<br>66% | 34<br>60% | 72<br>57% | 49<br>49% | 38<br>48% | 81<br>54% | 71<br>57% | 70<br>50% | 50<br>52% | 40<br>49% | 103<br>57% | 78<br>52% | 50<br>44% | 24<br>38% | 26<br>53% |
| NO | 52<br>59% | 56<br>42% | 75<br>40% | 153<br>52% | 18<br>32% | 36<br>37% | 32<br>33% | 22<br>39% | 53<br>42% | 50<br>50% | 40<br>51% | 67<br>44% | 52<br>42% | 69<br>49% | 45<br>46% | 39<br>48% | 76<br>42% | 69<br>46% | 60<br>53% | 39<br>61% | 21<br>43% |

QUESTION 13AC2:
Do you plan to offer easy to prepare dishes to the menu next year?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 52<br>100% | 56<br>100% | 75<br>100% | 153<br>100% | 18<br>100% | 36<br>100% | 32<br>100% | 22<br>100% | 53<br>100% | 50<br>100% | 40<br>100% | 67<br>100% | 52<br>100% | 69<br>100% | 45<br>100% | 39<br>100% | 76<br>100% | 69<br>100% | 60<br>100% | 39<br>100% | 21<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 2<br>4% | 5<br>9% | 1<br>1% | 7<br>5% | -<br>- | 1<br>3% | 1<br>3% | -<br>- | 2<br>4% | 2<br>4% | 5<br>13% | -<br>- | 2<br>4% | 4<br>6% | 3<br>7% | -<br>- | 3<br>4% | 5<br>7% | 1<br>2% | 1<br>3% | -<br>- |
| NO | 47<br>90% | 51<br>91% | 74<br>99% | 142<br>93% | 18<br>100% | 35<br>97% | 31<br>97% | 22<br>100% | 49<br>92% | 48<br>96% | 34<br>85% | 66<br>99% | 48<br>92% | 63<br>91% | 42<br>93% | 39<br>100% | 71<br>93% | 62<br>90% | 59<br>98% | 38<br>97% | 21<br>100% |

QUESTION 13AD1:
Since January 1989, have you added grilled dishes to the menu at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 48<br>55% | 84<br>64% | 130<br>70% | 179<br>60% | 38<br>67% | 65<br>67% | 68<br>70% | 35<br>61% | 81<br>64% | 63<br>63% | 50<br>63% | 92<br>61% | 74<br>60% | 71<br>51% | 81<br>84% | 52<br>64% | 102<br>57% | 98<br>66% | 78<br>69% | 46<br>72% | 32<br>65% |
| NO | 40<br>45% | 47<br>36% | 56<br>30% | 116<br>39% | 19<br>33% | 31<br>32% | 29<br>30% | 21<br>37% | 45<br>36% | 36<br>36% | 29<br>37% | 58<br>38% | 50<br>40% | 67<br>48% | 16<br>16% | 29<br>36% | 78<br>43% | 49<br>33% | 35<br>31% | 18<br>28% | 17<br>35% |

QUESTION 13AD2:
Do you plan to offer grilled dishes next year?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 40<br>100% | 47<br>100% | 56<br>100% | 116<br>100% | 19<br>100% | 31<br>100% | 29<br>100% | 21<br>100% | 45<br>100% | 36<br>100% | 29<br>100% | 58<br>100% | 50<br>100% | 67<br>100% | 16<br>100% | 29<br>100% | 78<br>100% | 49<br>100% | 35<br>100% | 18<br>100% | 17<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 4<br>10% | 5<br>11% | 5<br>9% | 12<br>10% | 3<br>16% | -<br>- | 3<br>10% | -<br>- | 5<br>11% | 7<br>19% | 1<br>3% | 2<br>3% | 7<br>14% | 3<br>4% | 2<br>13% | 2<br>7% | 9<br>12% | 2<br>4% | 3<br>9% | 2<br>11% | 1<br>6% |
| NO | 34<br>85% | 41<br>87% | 51<br>91% | 101<br>87% | 16<br>84% | 31<br>100% | 26<br>90% | 21<br>100% | 39<br>87% | 29<br>81% | 26<br>90% | 56<br>97% | 42<br>84% | 63<br>94% | 14<br>88% | 26<br>90% | 68<br>87% | 46<br>94% | 31<br>89% | 15<br>83% | 16<br>94% |

QUESTION 13AE1:
Since January 1989, have you added pasta to the menu at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 46<br>52% | 84<br>64% | 131<br>70% | 174<br>59% | 41<br>72% | 72<br>74% | 73<br>75% | 40<br>70% | 76<br>60% | 78<br>78% | 52<br>66% | 83<br>55% | 64<br>52% | 82<br>59% | 74<br>76% | 59<br>73% | 93<br>52% | 103<br>69% | 83<br>73% | 49<br>77% | 34<br>69% |
| NO | 42<br>48% | 48<br>36% | 56<br>30% | 122<br>41% | 16<br>28% | 25<br>26% | 24<br>25% | 17<br>30% | 50<br>40% | 22<br>22% | 27<br>34% | 68<br>45% | 60<br>48% | 58<br>41% | 23<br>24% | 22<br>27% | 87<br>48% | 46<br>31% | 30<br>27% | 15<br>23% | 15<br>31% |

QUESTION 13AE2:
Do you plan to offer pasta next year?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 42<br>100% | 48<br>100% | 56<br>100% | 122<br>100% | 16<br>100% | 25<br>100% | 24<br>100% | 17<br>100% | 50<br>100% | 22<br>100% | 27<br>100% | 68<br>100% | 60<br>100% | 58<br>100% | 23<br>100% | 22<br>100% | 87<br>100% | 46<br>100% | 30<br>100% | 15<br>100% | 15<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 5<br>12% | 6<br>13% | 8<br>14% | 14<br>11% | 3<br>19% | 2<br>8% | 4<br>17% | 1<br>6% | 7<br>14% | 2<br>9% | 2<br>7% | 9<br>13% | 11<br>18% | 3<br>5% | 2<br>9% | 4<br>18% | 13<br>15% | 3<br>7% | 4<br>13% | -<br>- | 4<br>27% |
| NO | 36<br>86% | 42<br>88% | 48<br>86% | 107<br>88% | 13<br>81% | 23<br>92% | 20<br>83% | 16<br>94% | 42<br>84% | 20<br>91% | 25<br>93% | 59<br>87% | 48<br>80% | 55<br>95% | 21<br>91% | 18<br>82% | 73<br>84% | 43<br>93% | 26<br>87% | 15<br>100% | 11<br>73% |

QUESTION 13AF1:
Since January 1989, have you added light entrees to the menu at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 45<br>51% | 89<br>67% | 137<br>73% | 179<br>60% | 41<br>72% | 76<br>78% | 73<br>75% | 44<br>77% | 81<br>64% | 72<br>72% | 50<br>63% | 96<br>64% | 77<br>62% | 85<br>61% | 74<br>76% | 53<br>65% | 107<br>59% | 105<br>70% | 77<br>68% | 46<br>72% | 31<br>63% |
| NO | 42<br>48% | 43<br>33% | 49<br>26% | 115<br>39% | 16<br>28% | 21<br>22% | 24<br>25% | 13<br>23% | 45<br>36% | 27<br>27% | 29<br>37% | 54<br>36% | 46<br>37% | 54<br>39% | 23<br>24% | 28<br>35% | 72<br>40% | 43<br>29% | 36<br>32% | 18<br>28% | 18<br>37% |

QUESTION 13AF2:
Do you plan to offer light entrees to the menu next year?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 42<br>100% | 43<br>100% | 49<br>100% | 115<br>100% | 16<br>100% | 21<br>100% | 24<br>100% | 13<br>100% | 45<br>100% | 27<br>100% | 29<br>100% | 54<br>100% | 46<br>100% | 54<br>100% | 23<br>100% | 28<br>100% | 72<br>100% | 43<br>100% | 36<br>100% | 18<br>100% | 18<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 4<br>10% | 8<br>19% | 10<br>20% | 19<br>17% | 3<br>19% | 1<br>5% | 4<br>17% | -<br>- | 8<br>18% | 4<br>15% | 4<br>14% | 8<br>15% | 5<br>11% | 10<br>19% | 5<br>22% | 2<br>7% | 11<br>15% | 5<br>12% | 6<br>17% | 5<br>28% | 1<br>6% |
| NO | 37<br>88% | 35<br>81% | 39<br>80% | 95<br>83% | 13<br>81% | 20<br>95% | 20<br>83% | 13<br>100% | 36<br>80% | 23<br>85% | 25<br>86% | 46<br>85% | 40<br>87% | 44<br>81% | 18<br>78% | 26<br>93% | 60<br>83% | 38<br>88% | 30<br>83% | 13<br>72% | 17<br>94% |

QUESTION 13AG1:
Since January 1989, have you offered a complete meal at a fixed, price at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 58<br>66% | 92<br>70% | 101<br>54% | 192<br>65% | 35<br>61% | 60<br>62% | 62<br>64% | 33<br>58% | 70<br>56% | 66<br>66% | 48<br>61% | 107<br>71% | 93<br>75% | 87<br>62% | 57<br>59% | 47<br>58% | 129<br>72% | 91<br>61% | 64<br>57% | 34<br>53% | 30<br>61% |
| NO | 30<br>34% | 39<br>30% | 85<br>45% | 102<br>34% | 22<br>39% | 37<br>38% | 35<br>36% | 24<br>42% | 56<br>44% | 34<br>34% | 31<br>39% | 42<br>28% | 31<br>25% | 51<br>36% | 40<br>41% | 34<br>42% | 50<br>28% | 57<br>38% | 49<br>43% | 30<br>47% | 19<br>39% |

QUESTION 13AG2:
Do you plan to offer a complete meal at a fixed price next year?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 30<br>100% | 39<br>100% | 85<br>100% | 102<br>100% | 22<br>100% | 37<br>100% | 35<br>100% | 24<br>100% | 56<br>100% | 34<br>100% | 31<br>100% | 42<br>100% | 31<br>100% | 51<br>100% | 40<br>100% | 34<br>100% | 50<br>100% | 57<br>100% | 49<br>100% | 30<br>100% | 19<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 3<br>10% | 2<br>5% | 9<br>11% | 7<br>7% | 2<br>9% | 5<br>14% | 4<br>11% | 3<br>13% | 5<br>9% | 4<br>12% | 2<br>6% | 3<br>7% | 1<br>3% | 2<br>4% | 6<br>15% | 4<br>12% | 2<br>4% | 4<br>7% | 7<br>14% | 6<br>20% | 1<br>5% |
| NO | 26<br>87% | 37<br>95% | 76<br>89% | 94<br>92% | 20<br>91% | 32<br>86% | 31<br>89% | 21<br>88% | 50<br>89% | 30<br>88% | 29<br>94% | 39<br>93% | 29<br>94% | 49<br>96% | 34<br>85% | 30<br>88% | 47<br>94% | 53<br>93% | 42<br>86% | 24<br>80% | 18<br>95% |

NATIONAL RESTAURANT ASSOCIATION

QUESTION 13AH1:
Since January 1989, have you offered reduced average price for bottled wine at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 58<br>100% | 105<br>100% | 150<br>100% | 230<br>100% | 46<br>100% | 71<br>100% | 78<br>100% | 39<br>100% | 98<br>100% | 95<br>100% | 72<br>100% | 88<br>100% | 47<br>100% | 123<br>100% | 94<br>100% | 80<br>100% | 93<br>100% | 139<br>100% | 112<br>100% | 63<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 10<br>17% | 15<br>14% | 17<br>11% | 33<br>14% | 8<br>17% | 6<br>8% | 10<br>13% | 4<br>10% | 10<br>10% | 16<br>17% | 15<br>21% | 9<br>10% | 1<br>2% | 18<br>15% | 16<br>17% | 13<br>16% | 8<br>9% | 23<br>17% | 17<br>15% | 10<br>16% | 7<br>14% |
| NO | 48<br>83% | 88<br>84% | 131<br>87% | 193<br>84% | 37<br>80% | 65<br>92% | 67<br>86% | 35<br>90% | 86<br>88% | 79<br>83% | 56<br>78% | 77<br>88% | 45<br>96% | 102<br>83% | 78<br>83% | 66<br>83% | 83<br>89% | 114<br>82% | 94<br>84% | 52<br>83% | 42<br>86% |

QUESTION 13AH2:
Do you plan to offer reduced average price for bottled wine at your restaurant next year?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 72<br>100% | 108<br>100% | 152<br>100% | 243<br>100% | 43<br>100% | 81<br>100% | 78<br>100% | 46<br>100% | 104<br>100% | 82<br>100% | 61<br>100% | 123<br>100% | 100<br>100% | 114<br>100% | 80<br>100% | 66<br>100% | 145<br>100% | 121<br>100% | 94<br>100% | 52<br>100% | 42<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | -<br>- | -<br>- | 4<br>3% | 4<br>2% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>2% | -<br>- | 2<br>2% | 1<br>1% | -<br>- | 1<br>1% | 2<br>3% | 1<br>1% | -<br>- | 3<br>3% | 1<br>2% | 2<br>5% |
| NO | 70<br>97% | 108<br>100% | 148<br>97% | 237<br>98% | 43<br>100% | 81<br>100% | 78<br>100% | 46<br>100% | 103<br>99% | 80<br>98% | 61<br>100% | 120<br>98% | 97<br>97% | 114<br>100% | 79<br>99% | 64<br>97% | 142<br>98% | 121<br>100% | 91<br>97% | 51<br>98% | 40<br>95% |

QUESTION 13A11:
Since January 1989, have you decreased the size of the protein component in entrees at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88 | 132 | 187 | 296 | 57 | 97 | 97 | 57 | 126 | 100 | 79 | 151 | 124 | 140 | 97 | 81 | 180 | 149 | 113 | 64 | 49 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 10 | 21 | 33 | 32 | 13 | 23 | 25 | 11 | 21 | 22 | 6 | 20 | 20 | 20 | 17 | 12 | 34 | 16 | 19 | 10 | 9 |
| | 11% | 16% | 18% | 11% | 23% | 24% | 26% | 19% | 17% | 22% | 8% | 13% | 16% | 14% | 18% | 15% | 19% | 11% | 17% | 16% | 18% |
| NO | 78 | 109 | 152 | 260 | 44 | 71 | 70 | 45 | 103 | 78 | 71 | 128 | 102 | 118 | 78 | 68 | 143 | 130 | 93 | 54 | 39 |
| | 89% | 83% | 81% | 88% | 77% | 73% | 72% | 79% | 82% | 78% | 90% | 85% | 82% | 84% | 80% | 84% | 79% | 87% | 82% | 84% | 80% |

QUESTION 13A12:
Do you plan to decrease the size of the protein component in entrees at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 78 | 109 | 152 | 260 | 44 | 71 | 70 | 45 | 103 | 78 | 71 | 128 | 102 | 118 | 78 | 68 | 143 | 130 | 93 | 54 | 39 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | - | 4 | 5 | 4 | 1 | 4 | 3 | 2 | 2 | 4 | 1 | 2 | 3 | 2 | 3 | 1 | 4 | 1 | 4 | 3 | 1 |
| | - | 4% | 3% | 2% | 2% | 6% | 4% | 4% | 2% | 5% | 1% | 2% | 3% | 2% | 4% | 1% | 3% | 1% | 4% | 6% | 3% |
| NO | 76 | 105 | 147 | 254 | 43 | 67 | 67 | 43 | 100 | 74 | 70 | 125 | 98 | 115 | 75 | 67 | 138 | 128 | 89 | 51 | 38 |
| | 97% | 96% | 97% | 98% | 98% | 94% | 96% | 96% | 97% | 95% | 99% | 98% | 96% | 97% | 96% | 99% | 97% | 98% | 96% | 94% | 97% |

QUESTION 13AJ1:
Since January 1989, have you offered a frequent diner promotion at your restaurant?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| PERFORMED NOW | | | | | | | | | | | | | | | | | | | | | |
| YES | 19<br>22% | 33<br>25% | 45<br>24% | 64<br>22% | 15<br>26% | 28<br>29% | 25<br>26% | 18<br>32% | 29<br>23% | 23<br>23% | 17<br>22% | 41<br>27% | 30<br>24% | 36<br>26% | 27<br>28% | 16<br>20% | 43<br>24% | 42<br>28% | 24<br>21% | 11<br>17% | 13<br>27% |
| NO | 68<br>77% | 98<br>74% | 140<br>75% | 228<br>77% | 42<br>74% | 69<br>71% | 72<br>74% | 39<br>68% | 96<br>76% | 76<br>76% | 62<br>78% | 108<br>72% | 93<br>75% | 102<br>73% | 69<br>71% | 65<br>80% | 135<br>75% | 105<br>70% | 89<br>79% | 53<br>83% | 36<br>73% |

QUESTION 13AJ2:
Do you plan to offer a frequent diner promotion next year?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 68<br>100% | 98<br>100% | 140<br>100% | 228<br>100% | 42<br>100% | 69<br>100% | 72<br>100% | 39<br>100% | 96<br>100% | 76<br>100% | 62<br>100% | 108<br>100% | 93<br>100% | 102<br>100% | 69<br>100% | 65<br>100% | 135<br>100% | 105<br>100% | 89<br>100% | 53<br>100% | 36<br>100% |
| PLAN TO DO | | | | | | | | | | | | | | | | | | | | | |
| YES | 10<br>15% | 13<br>13% | 13<br>9% | 22<br>10% | 7<br>17% | 10<br>14% | 10<br>14% | 7<br>18% | 15<br>16% | 7<br>9% | 6<br>10% | 12<br>11% | 12<br>13% | 12<br>12% | 9<br>13% | 5<br>8% | 18<br>13% | 10<br>10% | 10<br>11% | 9<br>17% | 1<br>3% |
| NO | 56<br>82% | 84<br>86% | 126<br>90% | 203<br>89% | 34<br>81% | 59<br>86% | 61<br>85% | 32<br>82% | 80<br>83% | 67<br>88% | 55<br>89% | 96<br>89% | 79<br>85% | 90<br>88% | 60<br>87% | 58<br>89% | 115<br>85% | 95<br>90% | 77<br>87% | 43<br>81% | 34<br>94% |

## Computer Use at Tableservice Restaurants

Since the use of computers has become increasingly commonplace in many industries, it is not surprising to find that they are used in a substantial proportion of tableservice restaurants. The use of personal computers varies widely with annual sales, as 38 percent of tableservice operations with sales below $500,000 use PC's while 75 percent of operations with annual sales of $1 million or more do so. In addition to having a smaller proportion of users, the proportion of operators that use computers for specific applications was typically lowest among the operations with the smallest sales volume. Operations with sales of $1 million or more per year recorded the highest use of computers as well as the highest proportion of use for specific applications. It should be noted, however, that the proportion of operations using personal computers increased between 1988 and 1990 among operations with sales below $500,000 while decreasing among operations with sales volumes above $500,000.

The use of personal computers in tableservice restaurants also varies by check size as nearly one-half of operations with average dinner checks below $8.00 use them in their operations, compared with roughly 60 percent of operations with average dinner checks between $8.00 and $24.99 and nearly 70 percent of operations with average checks of $25.00 or more.

Of the many computer applications that may be of use to tableservice operators, accounting/bookkeeping functions were the most commonly used among those operators who use a personal computer. More than 80 percent of operations that use a computer do so in an accounting/bookkeeping capacity in 1990, similar to the proportion that did so in 1988. Two other functions for which computers were used by more than half of those operators that use a computer in their operation include inventory control and in keeping labor/time/attendance records. Interestingly, operations with a per person check of $25.00 or more showed the largest increase in computer use for both these functions between 1988 and 1990. Computers were used by four out of 10 operators for recipe costing, food forecasting, purchasing and point of sale in 1990.

Of the eight functions for which use was determined, food forecasting showed the largest increase in use between 1988 and 1990 among operations of all check sizes. More than four out of 10 tableservice operations who used computers in 1990 used them for food forecasting, up from just over one out of three in 1988. The use of computers for purchasing grew in popularity among tableservice operations with checks below $8.00 per person and above $15.00 per person between 1988 and 1990, with substantial growth in use among operations with checks below $8.00 and those between $15.00 and $24.99.

Conversely, the use of personal computers as a point of sale device declined by substantial proportions among all operations except for those with an average check of $25.00 or more per person.

## Computer use at tableservice restaurants 1990, by average check size

| | less than $8.00 | $8.00-$14.99 | $15.00-$24.99 | $25.00 and over |
|---|---|---|---|---|
| Percent using PC* | 47% | 58% | 59% | 67% |
| -Percentage point change from 1988 | +1 | -8 | -5 | -2 |
| Uses** of computers in operation | | | | |
| Accounting/bookkeeping | 85% | 86% | 91% | 88% |
| -Percentage point change from 1988 | +3 | 0 | +6 | +2 |
| Inventory control | 62 | 54 | 63 | 83 |
| -Percentage point change from 1988 | +2 | -16 | -4 | +11 |
| Labor/time/attendance records | 52 | 53 | 52 | 52 |
| -Percentage point change from 1988 | -8 | -10 | 0 | +5 |
| Recipe costing | 44 | 41 | 50 | 42 |
| -Percentage point change from 1988 | +2 | +2 | 0 | +1 |
| Food forecasting | 42 | 41 | 47 | 47 |
| -Percentage point change from 1988 | +12 | +8 | +11 | +11 |
| Purchasing | 46 | 37 | 47 | 44 |
| -Percentage point change from 1988 | +10 | -3 | +13 | +2 |
| Point of sale | 38 | 48 | 44 | 60 |
| -Percentage point change from 1988 | -16 | -11 | -20 | -1 |
| Employee scheduling | 23 | 24 | 23 | 27 |
| -Percentage point change from 1988 | +5 | +2 | +11 | -3 |
| All of the above | 4 | 9 | 11 | 6 |
| -Percentage point change from 1988 | +2 | +2 | +9 | -2 |

*personal computer
**based on those who use computer in operation

Source: National Restaurant Association Tableservice Operator Surveys, 1988 and 1990

## Computer use at tableservice restaurants 1988 and 1990, by sales volume

| | Sales volume | | | | | |
|---|---|---|---|---|---|---|
| | less than $500,000 | | $500,000-$999,999 | | $1,000,000 and over | |
| | 1988 | 1990 | 1988 | 1990 | 1988 | 1990 |
| Percent using PC* | 32% | 38% | 62% | 45% | 80% | 75% |
| Uses** of computers in operation | | | | | | |
| Accounting/bookkeeping | 75% | 86% | 82% | 84% | 88% | 89% |
| Inventory control | 53 | 49 | 73 | 56 | 65 | 67 |
| Labor/time/attendance records | 41 | 35 | 60 | 48 | 55 | 57 |
| Recipe costing | 25 | 46 | 40 | 37 | 51 | 47 |
| Food forecasting | 28 | 24 | 35 | 47 | 33 | 48 |
| Purchasing | 31 | 38 | 40 | 44 | 39 | 40 |
| Point of sale | 38 | 20 | 60 | 38 | 67 | 67 |
| Employee scheduling | 25 | 19 | 18 | 20 | 20 | 29 |
| All of the above | 3 | 3 | 5 | 7 | 5 | 10 |

*personal computer

**based on those who use computer in operation

Source: National Restaurant Association Tableservice Operator Surveys, 1988 and 1990

QUESTION 14A:
Do you use a PC or personal computer in your restaurant operation?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 33<br>38% | 59<br>45% | 141<br>75% | 146<br>49% | 40<br>70% | 69<br>71% | 69<br>71% | 40<br>70% | 83<br>66% | 58<br>58% | 43<br>54% | 72<br>48% | 58<br>47% | 81<br>58% | 57<br>59% | 54<br>67% | 92<br>51% | 85<br>57% | 73<br>65% | 38<br>59% | 35<br>71% |
| NO | 55<br>63% | 73<br>55% | 46<br>25% | 148<br>50% | 17<br>30% | 28<br>29% | 28<br>29% | 17<br>30% | 42<br>33% | 42<br>42% | 36<br>46% | 78<br>52% | 66<br>53% | 58<br>41% | 40<br>41% | 26<br>32% | 88<br>49% | 63<br>42% | 39<br>35% | 25<br>39% | 14<br>29% |
| DON'T KNOW | -<br>- | -<br>- | -<br>- | 2<br>1% | -<br>- | -<br>- | -<br>- | -<br>- | 1<br>1% | -<br>- | -<br>- | 1<br>1% | -<br>- | 1<br>1% | -<br>- | 1<br>1% | -<br>- | 1<br>1% | 1<br>1% | 1<br>2% | -<br>- |

QUESTION 14B:
Do you use a POS (point of sale) in your restaurant operation?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| YES | 18<br>20% | 50<br>38% | 125<br>67% | 112<br>38% | 38<br>67% | 59<br>61% | 61<br>63% | 36<br>63% | 72<br>57% | 46<br>46% | 35<br>44% | 58<br>38% | 47<br>38% | 67<br>48% | 43<br>44% | 49<br>60% | 79<br>44% | 63<br>42% | 64<br>57% | 35<br>55% | 29<br>59% |
| NO | 68<br>77% | 81<br>61% | 60<br>32% | 177<br>60% | 18<br>32% | 37<br>38% | 35<br>36% | 20<br>35% | 51<br>40% | 51<br>51% | 43<br>54% | 91<br>60% | 76<br>61% | 70<br>50% | 52<br>54% | 29<br>36% | 100<br>56% | 82<br>55% | 45<br>40% | 27<br>42% | 18<br>37% |
| DON'T KNOW | 2<br>2% | 1<br>1% | 2<br>1% | 7<br>2% | 1<br>2% | 1<br>1% | 1<br>1% | 1<br>2% | 3<br>2% | 3<br>3% | 1<br>1% | 2<br>1% | 1<br>1% | 3<br>2% | 2<br>2% | 3<br>4% | 1<br>1% | 4<br>3% | 4<br>4% | 2<br>3% | 2<br>4% |

NATIONAL RESTAURANT ASSOCIATION

QUESTION 15A:
Do you use it for accounting/bookkeeping?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 37 | 75 | 162 | 170 | 46 | 82 | 80 | 48 | 93 | 69 | 50 | 89 | 71 | 95 | 64 | 64 | 115 | 94 | 85 | 45 | 40 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| YES | 32 | 63 | 144 | 143 | 45 | 70 | 76 | 39 | 82 | 59 | 46 | 72 | 60 | 82 | 58 | 56 | 95 | 86 | 75 | 39 | 36 |
| | 86% | 84% | 89% | 84% | 98% | 85% | 95% | 81% | 88% | 86% | 92% | 81% | 85% | 86% | 91% | 88% | 83% | 91% | 88% | 87% | 90% |
| NO | 5 | 12 | 18 | 27 | 1 | 12 | 4 | 9 | 11 | 10 | 4 | 17 | 11 | 13 | 6 | 8 | 20 | 8 | 10 | 6 | 4 |
| | 14% | 16% | 11% | 16% | 2% | 15% | 5% | 19% | 12% | 14% | 8% | 19% | 15% | 14% | 9% | 13% | 17% | 9% | 12% | 13% | 10% |
| DON'T KNOW | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| ALL ABOVE | 1 | 5 | 16 | 12 | 4 | 7 | 6 | 5 | 7 | 2 | 5 | 9 | 3 | 9 | 7 | 4 | 5 | 12 | 6 | 2 | 4 |
| | 3% | 7% | 10% | 7% | 9% | 9% | 8% | 10% | 8% | 3% | 10% | 10% | 4% | 9% | 11% | 6% | 4% | 13% | 7% | 4% | 10% |

QUESTION 15B:
Do you use it for inventory control?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 37 | 75 | 162 | 170 | 46 | 82 | 80 | 48 | 93 | 69 | 50 | 89 | 71 | 95 | 64 | 64 | 115 | 94 | 85 | 45 | 40 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| YES | 18 | 42 | 109 | 105 | 30 | 52 | 49 | 33 | 67 | 42 | 32 | 49 | 44 | 51 | 40 | 53 | 64 | 59 | 65 | 31 | 34 |
| | 49% | 56% | 67% | 62% | 65% | 63% | 61% | 69% | 72% | 61% | 64% | 55% | 62% | 54% | 63% | 83% | 56% | 63% | 76% | 69% | 85% |
| NO | 19 | 33 | 53 | 65 | 16 | 30 | 31 | 15 | 26 | 27 | 18 | 40 | 27 | 44 | 24 | 11 | 51 | 35 | 20 | 14 | 6 |
| | 51% | 44% | 33% | 38% | 35% | 37% | 39% | 31% | 28% | 39% | 36% | 45% | 38% | 46% | 38% | 17% | 44% | 37% | 24% | 31% | 15% |
| DON'T KNOW | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| ALL ABOVE | 1 | 5 | 16 | 12 | 4 | 7 | 6 | 5 | 7 | 2 | 5 | 9 | 3 | 9 | 7 | 4 | 5 | 12 | 6 | 2 | 4 |
| | 3% | 7% | 10% | 7% | 9% | 9% | 8% | 10% | 8% | 3% | 10% | 10% | 4% | 9% | 11% | 6% | 4% | 13% | 7% | 4% | 10% |

QUESTION 15C:
Do you use it for employee scheduling?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K- $999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER- ICAN | INTER- NATIONAL | STEAK/ SEAFOOD | OTHER | <$8 | $8- $14 | $15- $24 | $25+ | <$10 | $10- $19 | $20+ | $20- $29+ | $30+ |
| TOTAL | 37<br>100% | 75<br>100% | 162<br>100% | 170<br>100% | 46<br>100% | 82<br>100% | 80<br>100% | 48<br>100% | 93<br>100% | 69<br>100% | 50<br>100% | 89<br>100% | 71<br>100% | 95<br>100% | 64<br>100% | 64<br>100% | 115<br>100% | 94<br>100% | 85<br>100% | 45<br>100% | 40<br>100% |
| YES | 7<br>19% | 15<br>20% | 47<br>29% | 32<br>19% | 15<br>33% | 24<br>29% | 22<br>28% | 17<br>35% | 24<br>26% | 11<br>16% | 17<br>34% | 19<br>21% | 16<br>23% | 23<br>24% | 15<br>23% | 17<br>27% | 26<br>23% | 23<br>24% | 22<br>26% | 10<br>22% | 12<br>30% |
| NO | 30<br>81% | 60<br>80% | 115<br>71% | 138<br>81% | 31<br>67% | 58<br>71% | 58<br>73% | 31<br>65% | 69<br>74% | 58<br>84% | 33<br>66% | 70<br>79% | 55<br>77% | 72<br>76% | 49<br>77% | 47<br>73% | 89<br>77% | 71<br>76% | 63<br>74% | 35<br>78% | 28<br>70% |
| DON'T KNOW | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- |
| ALL ABOVE | 1<br>3% | 5<br>7% | 16<br>10% | 12<br>7% | 4<br>9% | 7<br>9% | 6<br>8% | 5<br>10% | 7<br>8% | 2<br>3% | 5<br>10% | 9<br>10% | 3<br>4% | 9<br>9% | 7<br>11% | 4<br>6% | 5<br>4% | 12<br>13% | 6<br>7% | 2<br>4% | 4<br>10% |

QUESTION 15D:
Do you use it for food product forecasting?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K- $999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER- ICAN | INTER- NATIONAL | STEAK/ SEAFOOD | OTHER | <$8 | $8- $14 | $15- $24 | $25+ | <$10 | $10- $19 | $20+ | $20- $29+ | $30+ |
| TOTAL | 37<br>100% | 75<br>100% | 162<br>100% | 170<br>100% | 46<br>100% | 82<br>100% | 80<br>100% | 48<br>100% | 93<br>100% | 69<br>100% | 50<br>100% | 89<br>100% | 71<br>100% | 95<br>100% | 64<br>100% | 64<br>100% | 115<br>100% | 94<br>100% | 85<br>100% | 45<br>100% | 40<br>100% |
| YES | 9<br>24% | 35<br>47% | 77<br>48% | 66<br>39% | 21<br>46% | 44<br>54% | 34<br>43% | 31<br>65% | 41<br>44% | 25<br>36% | 24<br>48% | 42<br>47% | 30<br>42% | 39<br>41% | 30<br>47% | 30<br>47% | 48<br>42% | 42<br>45% | 39<br>46% | 17<br>38% | 22<br>55% |
| NO | 28<br>76% | 40<br>53% | 85<br>52% | 103<br>61% | 25<br>54% | 38<br>46% | 46<br>58% | 17<br>35% | 51<br>55% | 44<br>64% | 26<br>52% | 47<br>53% | 41<br>58% | 55<br>58% | 34<br>53% | 34<br>53% | 67<br>58% | 51<br>54% | 46<br>54% | 28<br>62% | 18<br>45% |
| DON'T KNOW | -<br>- | -<br>- | -<br>- | 1<br>1% | -<br>- | -<br>- | -<br>- | -<br>- | 1<br>1% | -<br>- | -<br>- | -<br>- | -<br>- | 1<br>1% | -<br>- | -<br>- | -<br>- | 1<br>1% | -<br>- | -<br>- | -<br>- |
| ALL ABOVE | 1<br>3% | 5<br>7% | 16<br>10% | 12<br>7% | 4<br>9% | 7<br>9% | 6<br>8% | 5<br>10% | 7<br>8% | 2<br>3% | 5<br>10% | 9<br>10% | 3<br>4% | 9<br>9% | 7<br>11% | 4<br>6% | 5<br>4% | 12<br>13% | 6<br>7% | 2<br>4% | 4<br>10% |

QUESTION 15E:
Do you use it for labor/time attendance records?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 37 | 75 | 162 | 170 | 46 | 82 | 80 | 48 | 93 | 69 | 50 | 89 | 71 | 95 | 64 | 64 | 115 | 94 | 85 | 45 | 40 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| YES | 13 | 36 | 93 | 81 | 31 | 41 | 43 | 29 | 52 | 29 | 27 | 46 | 37 | 50 | 33 | 33 | 56 | 56 | 41 | 19 | 22 |
| | 35% | 48% | 57% | 48% | 67% | 50% | 54% | 60% | 56% | 42% | 54% | 52% | 52% | 53% | 52% | 52% | 49% | 60% | 48% | 42% | 55% |
| NO | 24 | 38 | 68 | 88 | 15 | 40 | 36 | 19 | 40 | 39 | 23 | 43 | 33 | 45 | 31 | 30 | 58 | 38 | 43 | 26 | 17 |
| | 65% | 51% | 42% | 52% | 33% | 49% | 45% | 40% | 43% | 57% | 46% | 48% | 46% | 47% | 48% | 47% | 50% | 40% | 51% | 58% | 43% |
| DON'T KNOW | - | 1 | 1 | 1 | - | 1 | 1 | - | 1 | 1 | - | - | 1 | - | - | 1 | 1 | - | 1 | - | 1 |
| | - | 1% | 1% | 1% | - | 1% | 1% | - | 1% | 1% | - | - | 1% | - | - | 2% | 1% | - | 1% | - | 3% |
| ALL ABOVE | 1 | 5 | 16 | 12 | 4 | 7 | 6 | 5 | 7 | 2 | 5 | 9 | 3 | 9 | 7 | 4 | 5 | 12 | 6 | 2 | 4 |
| | 3% | 7% | 10% | 7% | 9% | 9% | 8% | 10% | 8% | 3% | 10% | 10% | 4% | 9% | 11% | 6% | 4% | 13% | 7% | 4% | 10% |

QUESTION 15F:
Do you use it for purchasing?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 37 | 75 | 162 | 170 | 46 | 82 | 80 | 48 | 93 | 69 | 50 | 89 | 71 | 95 | 64 | 64 | 115 | 94 | 85 | 45 | 40 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| YES | 14 | 33 | 65 | 65 | 25 | 35 | 37 | 23 | 46 | 25 | 23 | 34 | 33 | 35 | 30 | 28 | 48 | 43 | 35 | 14 | 21 |
| | 38% | 44% | 40% | 38% | 54% | 43% | 46% | 48% | 49% | 36% | 46% | 38% | 46% | 37% | 47% | 44% | 42% | 46% | 41% | 31% | 53% |
| NO | 23 | 42 | 97 | 105 | 21 | 47 | 43 | 25 | 47 | 44 | 27 | 55 | 38 | 60 | 34 | 36 | 67 | 51 | 50 | 31 | 19 |
| | 62% | 56% | 60% | 62% | 46% | 57% | 54% | 52% | 51% | 64% | 54% | 62% | 54% | 63% | 53% | 56% | 58% | 54% | 59% | 69% | 48% |
| DON'T KNOW | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| ALL ABOVE | 1 | 5 | 16 | 12 | 4 | 7 | 6 | 5 | 7 | 2 | 5 | 9 | 3 | 9 | 7 | 4 | 5 | 12 | 6 | 2 | 4 |
| | 3% | 7% | 10% | 7% | 9% | 9% | 8% | 10% | 8% | 3% | 10% | 10% | 4% | 9% | 11% | 6% | 4% | 13% | 7% | 4% | 10% |

QUESTION 15G:
Do you use it for recipe costing?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 37<br>100% | 75<br>100% | 162<br>100% | 170<br>100% | 46<br>100% | 82<br>100% | 80<br>100% | 48<br>100% | 93<br>100% | 69<br>100% | 50<br>100% | 89<br>100% | 71<br>100% | 95<br>100% | 64<br>100% | 64<br>100% | 115<br>100% | 94<br>100% | 85<br>100% | 45<br>100% | 40<br>100% |
| YES | 17<br>46% | 28<br>37% | 76<br>47% | 73<br>43% | 18<br>39% | 40<br>49% | 35<br>44% | 23<br>48% | 45<br>48% | 27<br>39% | 25<br>50% | 36<br>40% | 31<br>44% | 39<br>41% | 32<br>50% | 27<br>42% | 48<br>42% | 46<br>49% | 35<br>41% | 16<br>36% | 19<br>48% |
| NO | 20<br>54% | 47<br>63% | 86<br>53% | 97<br>57% | 28<br>61% | 42<br>51% | 45<br>56% | 25<br>52% | 48<br>52% | 42<br>61% | 25<br>50% | 53<br>60% | 40<br>56% | 56<br>59% | 32<br>50% | 37<br>58% | 67<br>58% | 48<br>51% | 50<br>59% | 29<br>64% | 21<br>53% |
| DON'T KNOW | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- |
| ALL ABOVE | 1<br>3% | 5<br>7% | 16<br>10% | 12<br>7% | 4<br>9% | 7<br>9% | 6<br>8% | 5<br>10% | 7<br>8% | 2<br>3% | 5<br>10% | 9<br>10% | 3<br>4% | 9<br>9% | 7<br>11% | 4<br>6% | 5<br>4% | 12<br>13% | 6<br>7% | 2<br>4% | 4<br>10% |

## Business Conditions

As far as the most important problem their business will be facing in 1991, approximately one third of the respondents cited labor and finding qualified labor. Furthermore, this problem rated first or second for each of the per person dinner check categories from less than $8.00 to $25.00 or more.

On the other hand, maintaining volume of business is of significantly more concern to restaurateurs in the $8.00 or more check category than it is to those with per person dinner checks averaging less than $8.00. In addition, the current state of the economy is viewed as a problem by a greater proportion of those with per person dinner checks of $8.00 or more.

The following shows a rank order of the top four concerns by per person dinner check size.

| Dinner Check Size Per Person | Top Four Problems in 1991 |
|---|---|
| <$8.00 | 1. Labor/finding qualified labor (38%) |
| | 2. Increased costs (18%) |
| | 3. Increasing wages (14%) |
| | 4. Maintaining volume of business (10%) |
| $8.00 - $14.99 | 1. Labor/finding qualified labor (32%) |
| | 2. Maintaining volume of business (28%) |
| | 3. Increased costs (21%) |
| | 4. Inflation/recession/ economy (16%) |
| $15.00 - $24.99 | 1. Labor/finding qualified labor (34%) |
| | 2. Maintaining volume of business (28%) |
| | 3. Inflation/recession/ economy (18%) |
| | 4. Increased costs (16%) |
| $25.00+ | 1. Maintaining volume of business (31%) |
| | 2. Labor/finding qualified labor (25%) |
| | 3. Inflation/recession/ economy (19%) |
| | 4. Increased costs (15%) |

Another way to look at the responses to this inquiry is to group them based on concerns about sales versus concerns about costs. Although this grouping is arbitrary, it suggests that those concerned about maintaining sales far outweigh those concerned about increasing costs at restaurants in the $25.00 or more check size category. In contrast the respondents identifying increasing costs as a problem far outweigh those concerned about sales in the under $8.00 category.

| Dinner Check Size Per Person | Sales Versus Costs |
|---|---|
| | maintaining volume/competition |
| <$8.00 | 15% |
| $8.00 - $14.99 | 34% |
| $15.00 - $24.99 | 38% |
| $25.00+ | 36% |
| | increased costs/increased wages/ increasing taxes/increasing insurance cost |
| <$8.00 | 39% |
| $8.00 - $14.99 | 38% |
| $15.00 - $24.99 | 31% |
| $25.00+ | 23% |

A comparison of the response to this open ended inquiry in 1990 versus 1988 reveals substantially different concerns. Inflation/recession/economy, mentioned in 1990 by 10 to 20 percent of respondents based on check size, was not cited by enough respondents in 1988 to be recorded separately. Furthermore, the proportion of respondents concerned about sales and costs increased while those concerned about labor decreased.

Despite the fact that labor/finding qualified labor is the number one or two concern mentioned by respondents in 1990, the proportion mentioning this problem has declined dramatically since 1988.

| Dinner Check Size Per Person | Percent of Respondents Citing Labor as a Problem | |
|---|---|---|
| | 1988 | 1990 |
| <$8.00 | 68% | 38% |
| $8.00 - $14.99 | 60 | 32 |
| $15.00 - $24.99 | 64 | 34 |
| $25.00+ | 36 | 25 |

As economic conditions have deteriorated in various parts of the country, demand for labor has slackened, which makes it easier to find employees. Nevertheless, nearly twice as many respondents are concerned about increased costs despite the fact that the overall inflation rate has risen by just one percentage point from 4 to 5 percent since 1988. It is likely that increases in the Federal minimum wage coupled with rapidly rising oil prices at the time the interviews were conducted had an impact on this response.

| Dinner Check Size Per Person | Percent of Respondents Citing Increased Costs/Increased Wages/Taxes/Insurance Costs | |
|---|---|---|
| | 1988 | 1990 |
| <$8.00 | 15% | 39% |
| $8.00 - $14.99 | 16 | 38 |
| $15.00 - $24.99 | 21 | 31 |
| $25.00+ | 11 | 23 |

The proportion of respondents citing maintaining sales and competition as a problem was relatively unchanged in the $25.00 or more check size category. Many of these establishments were feeling pressure in 1988, but this year an increased proportion in the $8.00 to $24.99 check categories identify maintaining sales and competition as a serious problem. On the other hand, the proportion in the $8.00 and less category who cite maintaining sales as a serious problem was unchanged confirming the price conscious nature of today's consumer.

| Dinner Check Size Per Person | Percent of Respondents Citing Maintaining Volume/Sales/ Competition as a Problem | |
|---|---|---|
| | 1988 | 1990 |
| <$8.00 | 16% | 15% |
| $8.00 - $14.99 | 18 | 34 |
| $15.00 - $24.99 | 19 | 38 |
| $25.00+ | 32 | 36 |

## Business Loans

Although a majority of tableservice operators reported they did not know how difficult it was to get business loans in 1990 versus 1989, many found it harder to obtain financing. Approximately one in five found it harder to obtain loans versus fewer than 10 percent who reported it was easier.

Among those who said it was more difficult to obtain financing, a larger proportion indicated that this difficulty was having little or no impact on their business while a smaller proportion reported that the difficulty slows expansion.

When tableservice operators were asked to comment on obtaining financing in 1991, two out of five predicted it would be more difficult. Just one out of 10 expected lending conditions would ease in 1991.

NATIONAL RESTAURANT ASSOCIATION

QUESTION 17:
What is likely to be the most important problem your business will face in the next business year?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMERICAN | INTERNATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| LABOR/FINDING QUALIFIED LABOR | 36<br>41% | 47<br>36% | 60<br>32% | 103<br>35% | 11<br>19% | 38<br>39% | 26<br>27% | 23<br>40% | 41<br>33% | 25<br>25% | 25<br>32% | 62<br>41% | 47<br>38% | 45<br>32% | 33<br>34% | 20<br>25% | 69<br>38% | 45<br>30% | 31<br>27% | 21<br>33% | 10<br>20% |
| MAINTAINING VOLUME OF BUSINESS | 22<br>25% | 27<br>20% | 42<br>22% | 70<br>24% | 14<br>25% | 21<br>22% | 24<br>25% | 11<br>19% | 37<br>29% | 23<br>23% | 19<br>24% | 26<br>17% | 13<br>10% | 39<br>28% | 27<br>28% | 25<br>31% | 25<br>14% | 47<br>32% | 32<br>28% | 13<br>20% | 19<br>39% |
| INCREASED COST | 18<br>20% | 23<br>17% | 31<br>17% | 47<br>16% | 13<br>23% | 19<br>20% | 22<br>23% | 10<br>18% | 21<br>17% | 18<br>18% | 17<br>22% | 25<br>17% | 22<br>18% | 30<br>21% | 16<br>16% | 12<br>15% | 35<br>19% | 29<br>19% | 16<br>14% | 9<br>14% | 7<br>14% |
| INCREASING WAGES | 10<br>11% | 15<br>11% | 15<br>8% | 30<br>10% | 6<br>11% | 5<br>5% | 9<br>9% | 2<br>4% | 10<br>8% | 10<br>10% | 6<br>8% | 16<br>11% | 17<br>14% | 15<br>11% | 6<br>6% | 4<br>5% | 22<br>12% | 16<br>11% | 4<br>4% | 3<br>5% | 1<br>2% |
| INFLATION/RECESSION /ECONOMY | 8<br>9% | 19<br>14% | 31<br>17% | 43<br>15% | 3<br>5% | 19<br>20% | 11<br>11% | 11<br>19% | 20<br>16% | 19<br>19% | 14<br>18% | 12<br>8% | 11<br>9% | 22<br>16% | 17<br>18% | 15<br>19% | 18<br>10% | 23<br>15% | 24<br>21% | 13<br>20% | 11<br>22% |
| GOVERNMENT REGULATION | 7<br>8% | 5<br>4% | 8<br>4% | 14<br>5% | 3<br>5% | 3<br>3% | 5<br>5% | 1<br>2% | 7<br>6% | 4<br>4% | 4<br>5% | 5<br>3% | 7<br>6% | 3<br>2% | 5<br>5% | 5<br>6% | 8<br>4% | 6<br>4% | 6<br>5% | 2<br>3% | 4<br>8% |
| INCREASING/HIGH TAXES | 5<br>6% | 3<br>2% | 8<br>4% | 11<br>4% | 2<br>4% | 3<br>3% | 3<br>3% | 2<br>4% | 2<br>2% | 6<br>6% | 4<br>5% | 5<br>3% | 4<br>3% | 5<br>4% | 6<br>6% | 2<br>2% | 7<br>4% | 5<br>3% | 5<br>4% | 4<br>6% | 1<br>2% |
| COMPETITION | 3<br>3% | 9<br>7% | 14<br>7% | 13<br>4% | 4<br>7% | 11<br>11% | 8<br>8% | 7<br>12% | 9<br>7% | 9<br>9% | 3<br>4% | 7<br>5% | 6<br>5% | 8<br>6% | 10<br>10% | 4<br>5% | 9<br>5% | 12<br>8% | 7<br>6% | 5<br>8% | 2<br>4% |
| ADVERTISING/ PROMOTION | 3<br>3% | 1<br>1% | 2<br>1% | 3<br>1% | 4<br>7% | 1<br>1% | 4<br>4% | 1<br>2% | 4<br>3% | 2<br>2% | 1<br>1% | 1<br>1% | 3<br>2% | 2<br>1% | 1<br>1% | 2<br>2% | 3<br>2% | 3<br>2% | 2<br>2% | 1<br>2% | 1<br>2% |
| INCREASING COST OF INSURANCE | 3<br>3% | 6<br>5% | 4<br>2% | 12<br>4% | 1<br>2% | -<br>- | 1<br>1% | -<br>- | 4<br>3% | 3<br>3% | 2<br>3% | 4<br>3% | 5<br>4% | 3<br>2% | 3<br>3% | 1<br>1% | 7<br>4% | 4<br>3% | 1<br>1% | 1<br>2% | -<br>- |
| WASTE DISPOSAL/ RECYCLING | 3<br>3% | 6<br>5% | 11<br>6% | 16<br>5% | 1<br>2% | 2<br>2% | 3<br>3% | -<br>- | 8<br>6% | 1<br>1% | 2<br>3% | 9<br>6% | 8<br>6% | 6<br>4% | 2<br>2% | 4<br>5% | 9<br>5% | 7<br>5% | 4<br>4% | 3<br>5% | 1<br>2% |
| OTHER | 3<br>3% | 14<br>11% | 21<br>11% | 19<br>6% | 8<br>14% | 14<br>14% | 13<br>13% | 9<br>16% | 13<br>10% | 5<br>5% | 9<br>11% | 15<br>10% | 14<br>11% | 11<br>8% | 7<br>7% | 8<br>10% | 19<br>11% | 11<br>7% | 10<br>9% | 5<br>8% | 5<br>10% |
| RENOVATION/ EXPANSION | 2<br>2% | 3<br>2% | 3<br>2% | 6<br>2% | 2<br>4% | 1<br>1% | 2<br>2% | 1<br>2% | 1<br>1% | 4<br>4% | -<br>- | 4<br>3% | 2<br>2% | 3<br>2% | 1<br>1% | 2<br>2% | 4<br>2% | 2<br>1% | 2<br>2% | -<br>- | 2<br>4% |
| DON'T KNOW | -<br>- | 2<br>2% | 9<br>5% | 16<br>5% | -<br>- | 5<br>5% | 2<br>2% | 3<br>5% | 3<br>2% | 7<br>7% | 4<br>5% | 7<br>5% | 4<br>3% | 3<br>2% | 6<br>6% | 7<br>9% | 6<br>3% | 6<br>4% | 8<br>7% | 3<br>5% | 5<br>10% |

QUESTION 5A:
Are business loans easier, about the same or harder to get now than they were last year?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/ SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| EASIER | 3<br>3% | 5<br>4% | 9<br>5% | 10<br>3% | 5<br>9% | 6<br>6% | 7<br>7% | 4<br>7% | 3<br>2% | 3<br>3% | 6<br>8% | 9<br>6% | 4<br>3% | 6<br>4% | 9<br>9% | 2<br>2% | 7<br>4% | 10<br>7% | 4<br>4% | 4<br>6% | -<br>- |
| SAME | 22<br>25% | 28<br>21% | 41<br>22% | 61<br>21% | 11<br>19% | 25<br>26% | 21<br>22% | 15<br>26% | 30<br>24% | 17<br>17% | 18<br>23% | 33<br>22% | 33<br>27% | 28<br>20% | 16<br>16% | 18<br>22% | 44<br>24% | 26<br>17% | 25<br>22% | 13<br>20% | 12<br>24% |
| HARDER | 13<br>15% | 28<br>21% | 61<br>33% | 58<br>20% | 20<br>35% | 27<br>28% | 29<br>30% | 18<br>32% | 35<br>28% | 27<br>27% | 17<br>22% | 27<br>18% | 23<br>19% | 38<br>27% | 24<br>25% | 19<br>23% | 40<br>22% | 38<br>26% | 26<br>23% | 15<br>23% | 11<br>22% |
| DON'T KNOW | 50<br>57% | 71<br>54% | 76<br>41% | 167<br>56% | 21<br>37% | 39<br>40% | 40<br>41% | 20<br>35% | 58<br>46% | 53<br>53% | 38<br>48% | 82<br>54% | 64<br>52% | 68<br>49% | 48<br>49% | 42<br>52% | 89<br>49% | 75<br>50% | 58<br>51% | 32<br>50% | 26<br>53% |

QUESTION 5B:
What impact has this situation had on your business?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/ SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 13<br>100% | 28<br>100% | 61<br>100% | 58<br>100% | 20<br>100% | 27<br>100% | 29<br>100% | 18<br>100% | 35<br>100% | 27<br>100% | 17<br>100% | 27<br>100% | 23<br>100% | 38<br>100% | 24<br>100% | 19<br>100% | 40<br>100% | 38<br>100% | 26<br>100% | 15<br>100% | 11<br>100% |
| MINIMAL/NO IMPACT | 4<br>[illegible] | 12<br>43% | 22<br>36% | 28<br>48% | 5<br>25% | 8<br>30% | 8<br>28% | 5<br>28% | 9<br>26% | 9<br>33% | 10<br>59% | 13<br>48% | 10<br>43% | 16<br>42% | 10<br>42% | 5<br>26% | 15<br>38% | 18<br>47% | 8<br>31% | 5<br>33% | 3<br>27% |
| SLOWS EXPANSION/ CONSTRUCTION | 2<br>15% | 3<br>11% | 15<br>25% | 4<br>7% | 4<br>20% | 12<br>44% | 8<br>28% | 8<br>44% | 8<br>23% | 5<br>19% | 1<br>6% | 6<br>22% | 5<br>22% | 8<br>21% | 4<br>17% | 2<br>11% | 11<br>28% | 5<br>13% | 3<br>12% | 1<br>7% | 2<br>18% |
| BUSINESS IS DOWN | 1<br>8% | 1<br>4% | 3<br>5% | 5<br>9% | 1<br>5% | -<br>- | 1<br>3% | -<br>- | 4<br>11% | 2<br>7% | -<br>- | -<br>- | 1<br>4% | 3<br>8% | 1<br>4% | 1<br>5% | 1<br>3% | 3<br>8% | 2<br>8% | 1<br>7% | 1<br>9% |
| MAKES THINGS MORE DIFFICULT | 1<br>8% | 2<br>7% | 4<br>7% | 5<br>9% | 2<br>10% | -<br>- | 2<br>7% | -<br>- | 4<br>11% | 1<br>4% | 2<br>12% | -<br>- | 1<br>4% | 2<br>5% | 1<br>4% | 3<br>16% | 1<br>3% | 3<br>8% | 3<br>12% | 2<br>13% | 1<br>9% |
| OTHER | 1<br>8% | 2<br>7% | 7<br>11% | 3<br>5% | 4<br>20% | 4<br>15% | 5<br>17% | 3<br>17% | 4<br>11% | 3<br>11% | 1<br>6% | 4<br>15% | 2<br>9% | 4<br>11% | 3<br>13% | 2<br>11% | 5<br>13% | 2<br>5% | 4<br>15% | 3<br>20% | 1<br>9% |
| DON'T KNOW | 1<br>8% | 2<br>7% | 1<br>2% | 4<br>7% | -<br>- | -<br>- | -<br>- | -<br>- | 3<br>9% | -<br>- | -<br>- | 1<br>4% | 2<br>9% | 1<br>3% | 1<br>4% | -<br>- | 3<br>8% | 1<br>3% | -<br>- | -<br>- | -<br>- |
| MONEY LESS AVAILABLE | -<br>- | 6<br>21% | 12<br>20% | 8<br>14% | 5<br>25% | 5<br>19% | 7<br>24% | 3<br>17% | 3<br>9% | 9<br>33% | 3<br>18% | 3<br>11% | 2<br>9% | 6<br>16% | 5<br>21% | 5<br>26% | 5<br>13% | 8<br>21% | 5<br>19% | 2<br>13% | 3<br>27% |

QUESTION 6:
Do you expect to find it easier, the same or harder to obtain required financing in 1991 versus 1990?

| | SALES VOLUME | | | NUMBER OF ESTABLISHMENTS | | | | | MENU THEME | | | | CHECK SIZE | | | | CHECK SIZE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | <$500K | $500K-$999K | $1,000K+ | 1 | 2 | 3+ | 2-4 | 5+ | AMER-ICAN | INTER-NATIONAL | STEAK/SEAFOOD | OTHER | <$8 | $8-$14 | $15-$24 | $25+ | <$10 | $10-$19 | $20+ | $20-$29+ | $30+ |
| TOTAL | 88<br>100% | 132<br>100% | 187<br>100% | 296<br>100% | 57<br>100% | 97<br>100% | 97<br>100% | 57<br>100% | 126<br>100% | 100<br>100% | 79<br>100% | 151<br>100% | 124<br>100% | 140<br>100% | 97<br>100% | 81<br>100% | 180<br>100% | 149<br>100% | 113<br>100% | 64<br>100% | 49<br>100% |
| EASIER | 9<br>10% | 11<br>8% | 16<br>9% | 21<br>7% | 5<br>9% | 12<br>12% | 10<br>10% | 7<br>12% | 4<br>3% | 14<br>14% | 9<br>11% | 12<br>8% | 10<br>8% | 7<br>5% | 14<br>14% | 6<br>7% | 14<br>8% | 13<br>9% | 10<br>9% | 6<br>9% | 4<br>8% |
| SAME | 19<br>22% | 28<br>21% | 42<br>22% | 59<br>20% | 13<br>23% | 21<br>22% | 23<br>24% | 11<br>19% | 32<br>25% | 13<br>13% | 17<br>22% | 33<br>22% | 33<br>27% | 30<br>21% | 19<br>20% | 11<br>14% | 46<br>26% | 30<br>20% | 17<br>15% | 9<br>14% | 8<br>16% |
| HARDER | 36<br>41% | 61<br>46% | 81<br>43% | 121<br>41% | 26<br>46% | 42<br>43% | 43<br>44% | 25<br>44% | 58<br>46% | 45<br>45% | 31<br>39% | 58<br>38% | 53<br>43% | 64<br>46% | 34<br>35% | 38<br>47% | 79<br>44% | 62<br>42% | 48<br>42% | 28<br>44% | 20<br>41% |
| DON'T KNOW | 24<br>27% | 32<br>24% | 48<br>26% | 95<br>32% | 13<br>23% | 22<br>23% | 21<br>22% | 14<br>25% | 32<br>25% | 28<br>28% | 22<br>28% | 48<br>32% | 28<br>23% | 39<br>28% | 30<br>31% | 26<br>32% | 41<br>23% | 44<br>30% | 38<br>34% | 21<br>33% | 17<br>35% |

## Tableservice Customers

In 1990 more than 60 percent of adults reported that they usually patronize a tableservice restaurant at least once a week. Compared to 1988, identical proportions say they eat at tableservice restaurants almost every day and 2 or 3 times a week. There is a significant increase in the proportion who say they usually eat at a tableservice restaurant once a week and a corresponding decrease in the proportion who do so less frequently than once a month, however. In 1990 only 7 percent of adults reported that they eat at a tableservice restaurant less often than once a month versus 12 percent in 1988.

Frequent customers who are most likely to patronize tableservice restaurants at least twice a week include:

| | |
|---|---|
| - men | 43 percent |
| - 18 to 24 year olds | 40 percent |
| - 45 to 54 year olds | 41 percent |
| - unmarried adults | 42 percent |
| - household income $40,000+ | 44 percent |

Frequency of Eating Out at a Tableservice Restaurant

| | Percent of Adults | |
|---|---|---|
| | 1988 | 1990 |
| Almost every day | 7% | 7% |
| 2 - 3 times a week | 29 | 29 |
| Once a week | 20 | 25 |
| 2 - 3 times a month | 20 | 20 |
| Once a month | 12 | 12 |
| Less often | 11 | 7 |
| Never (volunteered) | 1 | * |

*less than one percent

Source: National Restaurant Association, Gallup Survey.

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CTMC097
QN23: How often do you usually eat out at table-service restaurants?

| | | SEX | | RACE | | AGE | | | | | | MARITAL STATUS | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | MALE | FE-MALE | WHITE | NON-WHITE | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | MAR-RIED | NOT MAR-RIED |
| UNWEIGHTED TOTAL | 1000 | 483 | 517 | 882 | 110 | 130 | 251 | 236 | 149 | 113 | 121 | 620 | 372 |
| WEIGHTED TOTAL | 1580<br>100% | 738<br>100% | 842<br>100% | 1396<br>100% | 175<br>100% | 205<br>100% | 390<br>100% | 325<br>100% | 228<br>100% | 195<br>100% | 237<br>100% | 955<br>100% | 614<br>100% |
| Almost every day | 107<br>7% | 78<br>11% | 29<br>3% | 103<br>7% | 5<br>3% | 14<br>7% | 21<br>5% | 19<br>6% | 13<br>6% | 13<br>7% | 27<br>11% | 60<br>6% | 48<br>8% |
| 2 - 3 times a week | 460<br>29% | 233<br>32% | 227<br>27% | 392<br>28% | 66<br>38% | 67<br>33% | 118<br>30% | 88<br>27% | 80<br>35% | 42<br>22% | 65<br>27% | 246<br>26% | 210<br>34% |
| About once a week | 402<br>25% | 188<br>25% | 213<br>25% | 368<br>26% | 30<br>17% | 56<br>27% | 102<br>26% | 70<br>22% | 58<br>25% | 64<br>33% | 51<br>22% | 251<br>26% | 148<br>24% |
| 2 - 3 time a month | 310<br>20% | 127<br>17% | 183<br>22% | 278<br>20% | 32<br>18% | 49<br>24% | 79<br>20% | 79<br>24% | 38<br>17% | 38<br>19% | 26<br>11% | 209<br>22% | 100<br>16% |
| About once a month | 184<br>12% | 70<br>9% | 114<br>14% | 156<br>11% | 27<br>15% | 14<br>7% | 53<br>14% | 41<br>13% | 29<br>13% | 16<br>8% | 32<br>14% | 114<br>12% | 70<br>11% |
| Less often than once a month | 116<br>7% | 40<br>5% | 75<br>9% | 98<br>7% | 15<br>9% | 5<br>2% | 17<br>4% | 27<br>8% | 9<br>4% | 21<br>11% | 37<br>16% | 76<br>8% | 37<br>6% |
| Never | 1<br>0% | 1<br>0% | - | 1<br>0% | - | - | - | 1<br>0% | - | - | - | - | 1<br>0% |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC098
QN23: How often do you usually eat out at table-service restaurants?

| | | EDUCATION | | | HOUSEHOLD INCOME | | | WOMEN'S EMPLOYMENT STATUS | | DAY OF WEEK ASKED ABOUT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | WEEKDAY | | | | | WEEKEND | |
| | TOTAL | COLL. | H.S. GRAD. | NON-H.S. GRAD. | $40K+ | $20K < $40K | < $20K | EMPLY | NOT EMPLY | MON. | TUES. | WED. | THUR. | FRI. | SAT. | SUN. |
| UNWEIGHTED TOTAL | 1000 | 563 | 366 | 63 | 379 | 356 | 214 | 411 | 99 | 77 | 117 | 172 | 205 | 188 | 96 | 145 |
| WEIGHTED TOTAL | 1580<br>100% | 713<br>100% | 639<br>100% | 215<br>100% | 528<br>100% | 548<br>100% | 424<br>100% | 651<br>100% | 180<br>100% | 174<br>100% | 209<br>100% | 243<br>100% | 262<br>100% | 263<br>100% | 203<br>100% | 227<br>100% |
| Almost every day | 107<br>7% | 65<br>9% | 30<br>5% | 12<br>6% | 46<br>9% | 40<br>7% | 16<br>4% | 25<br>4% | 4<br>2% | 10<br>6% | 7<br>3% | 18<br>7% | 16<br>6% | 27<br>10% | 9<br>4% | 22<br>10% |
| 2 - 3 times a week | 460<br>29% | 235<br>33% | 152<br>24% | 72<br>33% | 186<br>35% | 165<br>30% | 95<br>22% | 159<br>24% | 63<br>35% | 41<br>24% | 44<br>21% | 81<br>33% | 76<br>29% | 79<br>30% | 62<br>31% | 76<br>33% |
| About once a week | 402<br>25% | 180<br>25% | 176<br>28% | 39<br>18% | 153<br>29% | 130<br>24% | 93<br>22% | 168<br>26% | 42<br>23% | 52<br>30% | 47<br>22% | 65<br>27% | 73<br>28% | 68<br>26% | 46<br>23% | 50<br>22% |
| 2 - 3 time a month | 310<br>20% | 146<br>20% | 140<br>22% | 23<br>11% | 87<br>16% | 122<br>22% | 82<br>19% | 160<br>25% | 21<br>12% | 41<br>24% | 62<br>30% | 40<br>16% | 44<br>17% | 48<br>18% | 36<br>18% | 40<br>18% |
| About once a month | 184<br>12% | 50<br>7% | 100<br>16% | 33<br>15% | 36<br>7% | 62<br>11% | 79<br>19% | 92<br>14% | 23<br>13% | 19<br>11% | 31<br>15% | 21<br>9% | 38<br>15% | 28<br>11% | 20<br>10% | 27<br>12% |
| Less often than once a month | 116<br>7% | 36<br>5% | 41<br>6% | 37<br>17% | 20<br>4% | 29<br>5% | 58<br>14% | 47<br>7% | 27<br>15% | 9<br>5% | 18<br>9% | 19<br>8% | 14<br>5% | 13<br>5% | 31<br>15% | 12<br>5% |
| Never | 1<br>0% | - | 1<br>0% | - | - | 1<br>0% | - | - | - | - | - | - | 1<br>0% | - | - | - |

TAB DATE: SEPTEMBER, 1990
RUN DATE: 17 OCT 1990

CfMC099
QN23: How often do you usually eat out at table-service restaurants?

| | | EAST | | | MIDWEST | | | SOUTH | | | WEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL | EAST | NEW ENG-LAND | MID-ATLC. | MID-WEST | EAST CNTRL | WEST CNTRL | SOUTH | SOUTH EAST | SOUTH WEST | WEST | ROCKY MNT. | PAC. |
| UNWEIGHTED TOTAL | 1000 | 246 | 52 | 194 | 248 | 159 | 89 | 305 | 204 | 101 | 201 | 52 | 149 |
| WEIGHTED TOTAL | 1580<br>100% | 386<br>100% | 82<br>100% | 303<br>100% | 407<br>100% | 261<br>100% | 145<br>100% | 480<br>100% | 328<br>100% | 152<br>100% | 308<br>100% | 82<br>100% | 225<br>100% |
| Almost every day | 107<br>7% | 24<br>6% | 1<br>1% | 23<br>8% | 19<br>5% | 18<br>7% | 1<br>1% | 40<br>8% | 33<br>10% | 7<br>5% | 24<br>8% | 5<br>6% | 19<br>8% |
| 2 - 3 times a week | 460<br>29% | 117<br>30% | 32<br>39% | 85<br>28% | 120<br>29% | 76<br>29% | 45<br>31% | 144<br>30% | 85<br>26% | 59<br>39% | 80<br>26% | 17<br>21% | 62<br>28% |
| About once a week | 402<br>25% | 103<br>27% | 22<br>27% | 80<br>26% | 113<br>28% | 71<br>27% | 42<br>29% | 126<br>26% | 92<br>28% | 34<br>22% | 60<br>19% | 8<br>10% | 52<br>23% |
| 2 - 3 time a month | 310<br>20% | 72<br>19% | 18<br>22% | 55<br>18% | 85<br>21% | 57<br>22% | 28<br>19% | 78<br>16% | 54<br>16% | 24<br>16% | 75<br>24% | 24<br>29% | 51<br>23% |
| About once a month | 184<br>12% | 38<br>10% | 5<br>6% | 33<br>11% | 52<br>13% | 28<br>11% | 24<br>17% | 51<br>11% | 42<br>13% | 9<br>6% | 43<br>14% | 18<br>22% | 25<br>11% |
| Less often than once a month | 116<br>7% | 32<br>8% | 5<br>6% | 27<br>9% | 16<br>4% | 11<br>4% | 5<br>3% | 41<br>9% | 22<br>7% | 19<br>13% | 26<br>8% | 11<br>13% | 16<br>7% |
| Never | 1<br>0% | - | - | - | - | - | - | 1<br>0% | 1<br>0% | - | - | - | - |

# Appendix

20a. On a scale of one to five, where "5" means very likely (VL), and "1" means not at all likely (NAL), please tell me how likely you would be to use each of the following services if they were available at table-service restaurants in your area. How likely would you be to use (read and rotate A-E)?

A. Retail sale of bakery items:

| NAL | | | | VL | (DK) | (RF) | |
|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 20.10(1004) |

B. Ready-to-eat take-out meals:

| NAL | | | | VL | (DK) | (RF) | |
|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 20.11(1005) |

C. Retail sale by the pound of menu items, such as salads, soups and entrees:

| NAL | | | | VL | (DK) | (RF) | |
|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 20.12(1006) |

D. Home delivery of menu items:

| NAL | | | | VL | (DK) | (RF) | |
|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 20.13(1007) |

E. Catered items for at-home parties:

| NAL | | | | VL | (DK) | (RF) | |
|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 20.14(1008) |

20b. On a scale of one to five, where "5" means very interested (VI), and "1" means not at all interested (NAI), please tell me how interested you would be in having table-service restaurants in your area offer the following features? How interested would you be in (read and rotate A-L)?

A. Baking done on the premises:

| NAI | | | | VI | (DK) | (RF) | |
|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 20.20(1015) |

B. Display cooking, where you can see your meal prepared:

| NAI | | | | VI | (DK) | (RF) | |
|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 20.21(1016) |

20b. (Continued:)

C. Live entertainment or music:

| NAI | | | | VI | (DK) | (RF) | |
|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 20.22(1017) |

D. Having desserts on display:

| NAI | | | | VI | (DK) | (RF) | |
|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 20.23(1018) |

E. A self-service salad or food bar:

| NAI | | | | VI | (DK) | (RF) | |
|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 20.24(1019) |

F. Seasonal menu features:

| NAI | | | | VI | (DK) | (RF) | |
|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 20.25(1020) |

G. Separate sections for smokers and non-smokers:

| NAI | | | | VI | (DK) | (RF) | |
|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 20.26(1021) |

H. A children's menu:

| NAI | | | | VI | (DK) | (RF) | |
|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 20.27(1022) |

I. Daily menu changes:

| NAI | | | | VI | (DK) | (RF) | |
|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 20.28(1023) |

J. Menu items for nutrition-conscious customers:

| NAI | | | | VI | (DK) | (RF) | |
|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 20.29(1024) |

K. Ethnic dishes:

| NAI | | | | VI | (DK) | (RF) | |
|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 20.30(1025) |

L. A frequent diner program:

| NAI | | | | VI | (DK) | (RF) | |
|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 20.31(1026) |

21. On a scale of one to five, where "1" means very dissatisfied (VD), and "5" means very satisfied (VS), in general, how satisfied are you with the service you receive at table-service restaurants?

| VD | | | | VS | (DK) | (RF) |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

21___(1027)

22. Based on recent experience, how good a job do waiters and waitresses at table-service restaurants do at the following? Would you say they are excellent (E), good (G), fair (F) or poor (P) at (read and rotate A-E)?

| | | E | G | F | P | (DK) | (RF) | |
|---|---|---|---|---|---|---|---|---|
| A. | Answering questions about menu items | 1 | 2 | 3 | 4 | 5 | 6 | 22.10(1031) |
| B. | Recommending appropriate menu items | 1 | 2 | 3 | 4 | 5 | 6 | 22.11(1032) |
| C. | Delivering an accurately-totaled guest check | 1 | 2 | 3 | 4 | 5 | 6 | 22.12(1033) |
| D. | Providing timely service | 1 | 2 | 3 | 4 | 5 | 6 | 22.13(1034) |
| E. | Handling complaints | 1 | 2 | 3 | 4 | 5 | 6 | 22.14(1035) |

23. How often do you usually eat out at table-service restaurants? Is it (read 1-6)?

1 Almost every day
2 2 - 3 times a week
3 About once a week
4 2 - 3 times a month
5 About once a month, OR
6 Less often
7 (Never)
8 (DK)
9 (Refused)

23___(1036)

# NATIONAL RESTAURANT ASSOCIATION

## CLASSIFICATION DATA

NAME OF MEMBER/RESPONDENT: ______________________________

RESTAURANT NAME: ______________________________

STATE: ______________________________

TELEPHONE NUMBER: _______/______________________

| | |
|---|---|
| Member Sample ........................ | 1 |
| Non-Member Sample .................... | 2 |

### INTRODUCTION

Hello, is this (NAME OF RESPONDENT)? My name is (NAME OF INTERVIEWER) and I am calling on behalf of the National Restaurant Association. I'm from Western Wats Center a nationwide survey firm located in Utah.

As you were told in a recent letter from Mike Hurst, we are calling on behalf of the National Restaurant Association to conduct a survey of member attitudes and opinions. Your name has been randomly selected from the membership roster as part of a national sample of current members we are calling for this important study.

All of the information you give in response to this survey examines key industry issues which affect many Association members. Your answers will be used only for statistical tabulation purposes - in combination with answers of all other respondents so your answers are confidential in nature.

Is this a good time for me to complete this interview .....or should I call back later at a more convenient time, during the working day or evening?

Good time to complete interview ............ 1
Call back:
Date: ________ Day: ________ Time: ______ am/pm

RECORD: STATE CODE

1. Does your restaurant offer any of the following items to its customers? (READ ITEMS)

| | Yes | No | Don't Know |
|---|---|---|---|
| Salt substitute . . . . . . . . . | 1 | 2 | 9 |
| Sugar substitutes . . . . . . . . . | 1 | 2 | 9 |
| Diet beverages . . . . . . . . . | 1 | 2 | 9 |
| Caffeine-free beverages . . . . . | 1 | 2 | 9 |
| Margarine . . . . . . . . . | 1 | 2 | 9 |
| Low-fat or skim milk . . . . . . | 1 | 2 | 9 |
| Reduced-calorie salad dressing . | 1 | 2 | 9 |
| Whole grain bread, rolls or crackers . . . . . . . . . | 1 | 2 | 9 |
| Fresh fruit for dessert . . . . | 1 | 2 | 9 |

2. Will your restaurant alter preparation methods if requested by customers?

| | |
|---|---|
| Yes . . . . . . . . . | 1 |
| No . . . . . . . . . | 2 (Skip to Q. 4) |
| Don't know . . . . . . | 9 (Skip to Q. 4) |

3. For instance, will your restaurant .. (READ ITEMS)

| | Yes | No | Don't Know |
|---|---|---|---|
| Cook without salt? . . . . . . . . | 1 | 2 | 9 |
| Serve sauce on the side? . . . . | 1 | 2 | 9 |
| Serve salad dressing on the side? | 1 | 2 | 9 |
| Prepare foods in vegetable oil or margarine rather than butter, shortening or lard? . . . . . . | 1 | 2 | 9 |
| Broil or bake foods rather than fry? | 1 | 2 | 9 |
| Skin chicken before preparing? . | 1 | 2 | 9 |

4. Does your restaurant feature or promote any items because of their specific health or unique nutritional benefits?

| | |
|---|---|
| Yes . . . . . . . . . | 1 |
| No . . . . . . . . . | 2 |
| Don't know . . . . . . | 9 |

5a. On another subject are business loans easier, about the same or harder to get now than they were last year?

| | |
|---|---|
| Easier . . . . . . . . . | 1 (Skip to Q. 6) |
| Same . . . . . . . . . | 2 (Skip to Q. 6) |
| Harder . . . . . . . . . | 3 (Ask 5b) |
| Don't know . . . . . . | 9 (Skip to Q. 6) |

5b. What impact has this situation had on your business?

________________________________________

________________________________________

________________________________________

________________________________________

________________________________________

6. Do you expect to find it easier, the same or harder to obtain required financing in 1991 versus 1990?

| | |
|---|---|
| Easier . . . . . . . . . | 1 |
| Same . . . . . . . . . | 2 |
| Harder . . . . . . . . . | 3 |
| Don't know . . . . . . | 9 |

7. Does your tableservice restaurant serve

| | Yes | No |
|---|---|---|
| Beer . . . . . . . . . | 1 | 2 |
| Wine . . . . . . . . . | 1 | 2 |
| Distilled Spirits . . | 1 | 2 |

(IF NO TO ALL, SKIP TO Q. 9)

8. Does your tableservice restaurant do any of the following regarding alcoholic beverage service?

| | Yes | No | Don't Know |
|---|---|---|---|
| Offer nonalcoholic beverages such as soft drinks, bottled water . | 1 | 2 | 9 |
| Offer nonalcoholic beer, wine or mocktails . . . . . . . . . | 1 | 2 | 9 |
| Have a designated driver program | 1 | 2 | 9 |
| Have a server training program for staff . . . . . . . . . . . | 1 | 2 | 9 |
| Provide alternative transportation to intoxicated customers . . . | 1 | 2 | 9 |
| Have a written policy for staff on what to do if a customer becomes intoxicated . . . . . . . . . | 1 | 2 | 9 |

9. How satisfied are your customers with the service provided by the service staff at your restaurant? One = very dissatisfied and 5 = very satisfied.

| Very Dissatisfied | | | | Very Satisfied | Don't Know |
|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 9 |

10. Does your restaurant recycle any of the following?

| | Yes | No |
|---|---|---|
| Paper . . . . . . . . . | 1 | 2 |
| Glass . . . . . . . . . | 1 | 2 |
| Plastic . . . . . . . | 1 | 2 |
| Cans . . . . . . . . . | 1 | 2 |

11. In the past year has your restaurant experienced any of the following changes in the solid waste area?

| | Yes | No |
|---|---|---|
| Increased collection or disposal cost . . . . . . . . | 1 | 2 |
| Closure or limitations on landfills . . . . . . . . . . | 1 | 2 |
| Government restrictions or fees on specific materials . . . | 1 | 2 |
| Mandated source separation . . . | 1 | 2 |

12a. Which of the following activities are performed at your restaurant? (READ ITEMS/RECORD IN COLUMN A)

b. Do you plan to offer (READ ITEM IF "NO") in 1991? (RECORD IN COLUMN B)

| | A<br>Performed Now | | B<br>Plan to Do | |
|---|---|---|---|---|
| | Yes | No | Yes | No |
| On premise baking? . . . . . . . . | 1 | 2 | 1 | 2 |
| Retail sales of bakery items? . . | 1 | 2 | 1 | 2 |
| On-premise catering? . . . . . . | 1 | 2 | 1 | 2 |
| Off-premise catering? . . . . . . | 1 | 2 | 1 | 2 |
| Ready-to-eat take out meals? . . | 1 | 2 | 1 | 2 |
| Retail sale of items by pound? . | 1 | 2 | 1 | 2 |
| Children's menu items? . . . . . . | 1 | 2 | 1 | 2 |
| Display cooking open kitchen or tableside? . . . . . . . . . | 1 | 2 | 1 | 2 |
| Live entertainment/music? . . . . | 1 | 2 | 1 | 2 |
| Home delivery of menu items to customers? . . . . . . . . . | 1 | 2 | 1 | 2 |
| Dessert display . . . . . . . . . | 1 | 2 | 1 | 2 |
| Salad/food bar? . . . . . . . . . | 1 | 2 | 1 | 2 |
| Daily menu change? . . . . . . . . | 1 | 2 | 1 | 2 |
| Seasonal menu feature? . . . . . | 1 | 2 | 1 | 2 |
| Dress code for patrons? . . . . . | 1 | 2 | 1 | 2 |
| Sections for smokers and non smokers? | 1 | 2 | 1 | 2 |
| Amenities for singles dining alone? | 1 | 2 | 1 | 2 |

13a. Since January 1989 have you done any of the following at your restaurant? (READ ITEMS/RECORD IN COLUMN A)

b. Do you plan to do (READ ITEM IF "NO") them next year? (RECORD IN COLUMN B)

| | A<br>Do Now | | B<br>Plan to Do | |
|---|---|---|---|---|
| | Yes | No | Yes | No |
| Cut prices of menu items . . . . | 1 | 2 | 1 | 2 |
| Added lower priced items to menu | 1 | 2 | 1 | 2 |
| Added easy to prepare dishes to menu | 1 | 2 | 1 | 2 |
| Added grilled dishes . . . . . . | 1 | 2 | 1 | 2 |
| pasta . . . . . . . . . . | 1 | 2 | 1 | 2 |
| light entrees . . . . . . . | 1 | 2 | 1 | 2 |
| Offered complete meal for a fixed price . . . . . . . . . . | 1 | 2 | 1 | 2 |
| Reduced average price for bottled wine . . . . . . . . . . . . . . | 1 | 2 | 1 | 2 |
| Decreased the size of the protein component in entrees . . . . . | 1 | 2 | 1 | 2 |
| Offered a frequent diner promotion | 1 | 2 | 1 | 2 |

14. Do you use the following computer equipment in your operation?

| | Yes | No | Don't Know |
|---|---|---|---|
| PC or personal computer. . . . . | 1 | 2 | 9 |
| POS (point-of-sale) . . . . . . . | 1 | 2 | 9 |

(If no to both skip to Q. 16)

15. Which of the following functions do you use it for?

| | Yes | No | Don't Know |
|---|---|---|---|
| Accounting/bookkeeping . . . . . | 1 | 2 | 9 |
| Inventory control . . . . . . . . | 1 | 2 | 9 |
| Employee scheduling . . . . . . . | 1 | 2 | 9 |
| Food product forecasting . . . . | 1 | 2 | 9 |
| Labor/time/attendance records . . | 1 | 2 | 9 |
| Purchasing . . . . . . . . . . | 1 | 2 | 9 |
| Recipe costing . . . . . . . . . | 1 | 2 | 9 |

16a. Has your restaurant done any of the following for conservation purposes? (READ ITEMS, RECORD IN COLUMN A)

b. Do you plan to do (READ ITEM IF "NO") any in 1991? (RECORD IN COLUMN B)

| | A | | B | |
|---|---|---|---|---|
| | Have Done | | Plan to Do | |
| | Yes | No | Yes | No |
| Modified lighting fixtures . . . | 1 | 2 | 1 | 2 |
| Installed heat recovery equipment on refrigeration and air conditioners . . . . . . . . . . | 1 | 2 | 1 | 2 |
| Installed low water warewashers and/or toilet fixtures . . . . | 1 | 2 | 1 | 2 |
| Served water to patrons only if they ask for it . . . . . . . . | 1 | 2 | 1 | 2 |
| Sponsored community conservation activities . . . . . . . . . . | 1 | 2 | 1 | 2 |

17. As you think about 1991, what is likely to be the most important problem you will face in your business next year? (PROBE AS REQUIRED)

18. What is the per person check average for an evening meal in your restaurant?

AMOUNT: $
Refused . . . . . . . . 888
Don't know . . . . . . 999

19. What is the menu theme of your restaurant?

THEME:
No theme . . . . . . . . 888
Don't know . . . . . . 999

20. How many establishments are owned or operated by your company?

NUMBER:
Refused . . . . . . . . 888
Don't know . . . . . . 999

21. For tabulation purposes, I need to know which of the following categories best describes your restaurant's total gross sales for its last full fiscal year. Were your sales . . . . (READ CATEGORIES)

| | |
|---|---|
| Under $500,000 . . . . | 1 |
| $500,000-$749,999 . . | 2 |
| $750,000-$999,999 . . | 3 |
| $1,000,000-$4,999,999 | 4 |
| $5,000,000-$9,999,999 | 5 |
| $10,000,000 or over . | 6 |
| Refused . . . . . . . | 8 |
| Don't know . . . . . . | 9 |

THANK YOU VERY MUCH FOR ANSWERING THESE QUESTIONS

THE NATIONAL RESTAURANT ASSOCIATION APPRECIATES YOUR INPUT ON

THESE IMPORTANT MEMBER AND INDUSTRY ISSUES.

NATIONAL
RESTAURANT
ASSOCIATION

1200 Seventeenth Street, N.W.
Washington, DC 20036

We're
glad
you're
here!™